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THE DEVELOPMENT OF FACEBOOK AS A MARKETING
CHANNEL UTILIZING CONTENT MARKETING. CASE: PIRJON
PAKARI OY

Degree Program in Innovative Business Services

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The purpose of this thesis was to learn how to improve Pirjon Pakari Oy's brand visibility and overall visibility on Facebook. This was done by trying to add value to the end customer by producing interesting and engaging posts to Pirjon Pakari Oy's Facebook page. This case study utilized theory from content marketing in attempts to improve the marketing of "Pirjon" Facebook page and therefore a Facebook content marketing strategy was created for Pirjon Pakari Oy. This strategy was implemented for 8 weeks and the results were analyzed from the data gathered from the Facebook Insights analytics tool. The data that was gathered from the Insights tool was page likes, reach, engagement and engagement rate. These results from the 8 weeks project were then compared with the averages from 8 previous posts posted on the Pirjon Facebook page before this project, to determine, if there was an increase in these numbers. Because the results were very positive, it can be concluded that this Facebook content marketing strategy that was created for Pirjon Pakari Oy was successful.

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1 INTRODUCTION

1.1 Introduction to the Thesis

The aim of this thesis is to learn how to develop Pirjon Pakari Oy's presence in Facebook and increase their brand visibility online in Facebook by utilizing content marketing. In this thesis, first will be a quick introduction to Pirjon Pakari Oy as a company. Then there will be given reasons as to why should a company use social media as a marketing tool and also why Facebook would be the most effective social media channel to use in this case. Goals will be set for this project, that are S.M.A.R.T and they will be evaluated. Next content marketing is explained, what it is and how to utilize it in this case. Then there will be a review of the current social media situation of Pirjon Pakari Oy e.g. what channels are they using, what have they been doing with social media and how to improve? Then the Facebook content marketing strategy for Pirjon Pakari Oy is created. It will contain different themes of what to post and an editorial schedule for the strategy. The strategy will be implemented and this project will last for 8 weeks. After it, quantitative data gathered from the Facebook Insights analytics tool will be analyzed and the successfulness of this project will be evaluated.

1.2 Introducing Pirjon Pakari Oy

Pirjon Pakari Oy is a Finnish bakery, which was established in 1985. The company is a SME and it employs more than 40 employees. Their bakeries are located in Honkajoki and since 2014, also in Lievestuore, which is near the city of Jyväskylä. Pirjon Pakari Oy bakes bread and baked goods under the brand name Pirjon. The “Pirjon” products are wheat based bakery products. Pirjon Pakari Oy also makes gluten free products under the brand name “Maistikas”, which is their gluten-free brand. Recently, in the year of 2013, Pirjon Pakari Oy re-branded their whole visual look, because of the re-structuration and division of the company. Their new brand message now is still traditional, but more modern. Their slogan translates from Finnish to English as “Best Traditional”.



Picture 1. Pirjon logo with the slogan “Best Traditional”

2 SOCIAL MEDIA

2.1 Why use social media in marketing?

In the 21st century, social media has risen to be one of the most prevalent marketing channels there is. But many companies struggle to use it effectively.

It's not enough anymore that a company has their own page in various social media platforms, because almost everyone has them nowadays. It is about how the company can utilize those platforms in a way that creates added value for their customers, because that's how to get the audience's attention in today's information overloaded world. That's also where content marketing comes in. Content marketing is a rather new subject in the online marketing world, but it is the next big trend and if you are doing digital marketing or social media marketing in 2015 you should know how to use it to your advantage. There will be more about content marketing in chapter 3.

Hakola & Hiila state that the era of social media was from 2006 to 2010 and after the year 2010 started the era of content marketing. (Hakola & Hiila 2012, 21) So that would mean that social media marketing as we know it is already old news. But that doesn't mean that social media should not be utilized, just the way marketers utilize it has changed. There are still many opportunities in social media, but they have been taken over by a new theory called content marketing. That is why nowadays companies social media strategy should be based on content marketing theory and not social media marketing.

2.2 Why use Facebook in marketing?

There are many different social media channels out there. Because this case is targeting a Finnish audience, we want to know what social media channels do Finnish people use the most. Taloustutkimus investigated, at the request of Yle Uutiset, the use of Social Media in Finland. This survey is quoted in Figure 1.

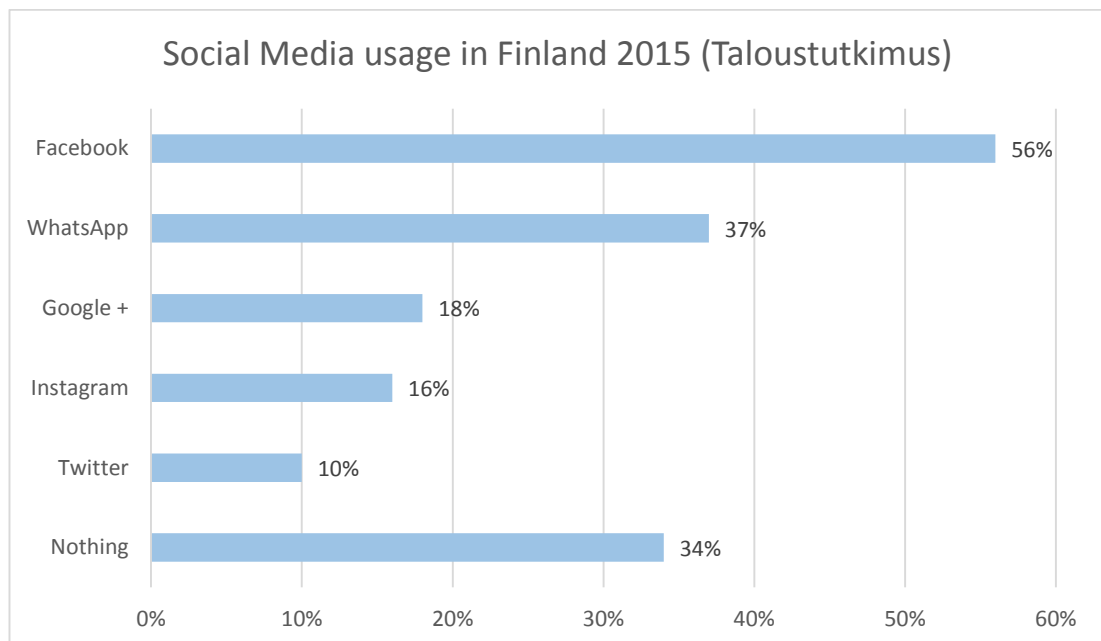


Figure 1. Social Media usage in Finland 2015 (Taloustutkimus: Ylen somekysely 2015)

More than half of the survey respondents use Facebook. Facebook is still the most popular social media site there is, with a little over 1.4 billion active users in 2015 all over the world (Statista, 2015) and 2 million daily users in Finland, of which 1.6 million are mobile users (Kärkkäinen 2015). It is the most used social media platform in Finland to date. That is why this case study is focusing on marketing Pirjon on Facebook, because that's where the Finnish social media users are.

2.3 Why not use other social media channels in this case?

As Figure 1. shows, the biggest social media channels in Finland currently used for marketing purposes, are Facebook, Instagram and Twitter. But in Finland, Twitter and Instagram don't have such big audiences yet. Twitter with 10% and Instagram with 16%, aren't the channels to focus on, if you want the biggest audience for your message. Instagram could be the next channel for Pirjon Pakari Oy to expand on in the future, but in this case it was decided to focus on just one channel for now to get a deeper understanding of how to make the best use of it.

3 CONTENT MARKETING

3.1 What is content marketing?

In the Content Marketing Institute website, content marketing is described as follows: "Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action." (Website of Content Marketing Institute 2015)

Content marketing is still a fairly new concept in the marketing world. This idea of content marketing started in the USA around the year 2009, because large organizations had a growing need to manage, develop and produce content to

customers spending time online. The traditional out-bound marketing was not enough anymore in this new growing world of online marketing and after the rapid rise of social media it was clear that we needed to come up with something new.

Nowadays marketers should forget about the one-way outbound-marketing, only broadcasting their marketing message out into the world, and switch over to inbound-marketing that is producing appealing content, that will attract the customers to the business. In the current internet era, the number of messages is endless and media consumption is an active search and consumption for information. An effective message is one that the audience wants and decides to see. The traditional logic of interruption no longer works, because audiences are targeted in an environment that they themselves control and where countless amounts of businesses are trying to reach them. In the era of content, companies will need to understand that in order to get its target audiences time and attention, they have to provide the public with something that is in direct proportion to their time spent. (Hakola & Hiila. 2012)

3.2 Creating a content strategy

Pirjon Pakari Oy wanted to improve their social media status and gain more visibility online. They had already created a Pirjon Facebook page in 2013 and gained 309 likes on their page in that time. The administration of their Facebook page has been outsourced to an advertising agency. Before, they really didn't have a clear plan what they were doing with social media or what they wanted to gain out of it. They needed a plan, to make it clear what they wanted to achieve and what they had to do to achieve it.

Before creating a content marketing strategy, we need to gather information about the company and its stakeholders to make informed decisions about how to proceed with the strategy. What Pirjon Pakari Oy is actually currently doing on social media has to be analyzed and to decide what to do to improve. (Chapter 4) Also a clear goal has to be created of what the company wants to achieve with this strategy. (Chapter 5). There should be a clearly defined target market and based on that, different content themes

created of what interests most the company's targeted customers. After that the Facebook content marketing strategy for Pirjon Pakari Oy can be created and implemented and then its effectiveness can be measured. (Chapter 7)

4 AUDITING THE CURRENT SOCIAL MEDIA STATUS OF PIRJON

The only social media site that Pirjon Pakari Oy currently has is a Facebook page. They have joined Facebook on May 2013 and since then have been posting quite irregularly. Their post reach was between 83 to 239 people per post and the engagement varied from 2 people per post to 29. Currently the page has been managed by an advertising agency they have outsourced this task to. Their last posting on the Pirjon Facebook page, in the beginning of this project, was made in October 2014. The page is outdated and has some out of date information. That is why the first thing to do is a content inventory and a ROT-analysis to identify all of the irrelevant content from Pirjon Pakari Oy's Facebook page.

4.1 Content inventory

Whenever doing a web redesign, a content inventory is a good thing to start from. Usually it is used to help keep track of a company's website functionality, but here it is used to improve Pirjon Pakari Oy's (ltd.) Facebook page. When doing a content inventory, an excel-file should be done, where everything that is on your site is listed. That way there will be a clear understanding of everything that the page really contains. This content inventory excel-file can be used to your advantage in the next stage, the ROT-analysis.

4.2 ROT-analysis

A ROT-analysis means to first identify and then get rid of any information that is redundant, outdated or trivial. (ROT) Using the content inventory that was made before, you can show a percentage of how many of the Facebook posts need to be deleted, because they are redundant, outdated, or trivial.

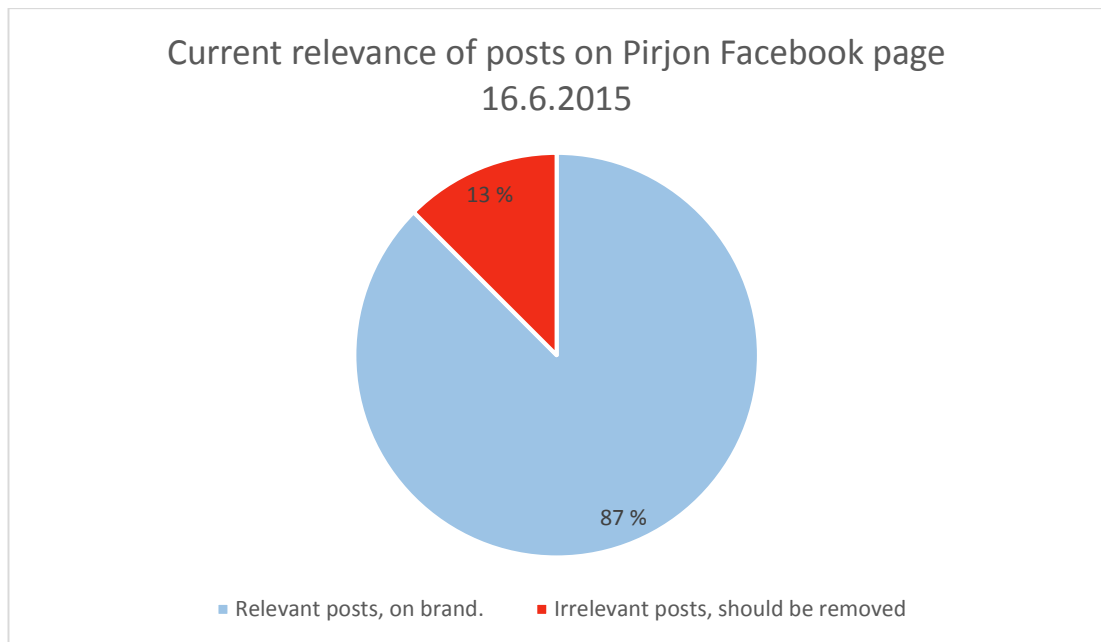


Figure 2. Current relevance of posts on Pirjon Facebook page 16.6.2015.

In Figure 2 you can see that 13 % of the Facebooks posts on Pirjon's page where irrelevant and outdated and had to be removed. If you want your page to be as clear and on brand as it can be, the number should always be 0 %.

4.3 Improving your social media profile

Whenever improving a social media profile, it is important to ask at least these questions; is the profile filled out properly and thoroughly? Is the profile on brand? Would a new visitor follow me after seeing this page?



Picture 2. The front page of Pirjon's Facebook page.

The Pirjon Facebook page, as you can see from Picture 2, is on brand. The visual world in the profile picture and cover photo is the same as on their website and in all of their marketing materials (compare with Picture 3. the front page of Pirjon website).



Picture 3. The front page of Pirjon webpage.

The established page visuals are very good, but still the page isn't getting the engagement that they have hoped for. Next step would be to change the posting style

significantly. Their Facebook posts need to have more value for the customers. And the posts should be more regular and on a timetable, so that there isn't too much time between posts (the last post on the Pirjon page, before starting this case study, was from October 2014).

5 SETTING GOALS FOR SOCIAL MEDIA

5.1 Setting the goal

Firstly, when planning your content strategy, you have to set the goals you want to achieve. A Finnish creative advertising agency called Kubo Oy conducted a survey about what are the most common objectives is using content marketing in Finnish companies (Figure.3).

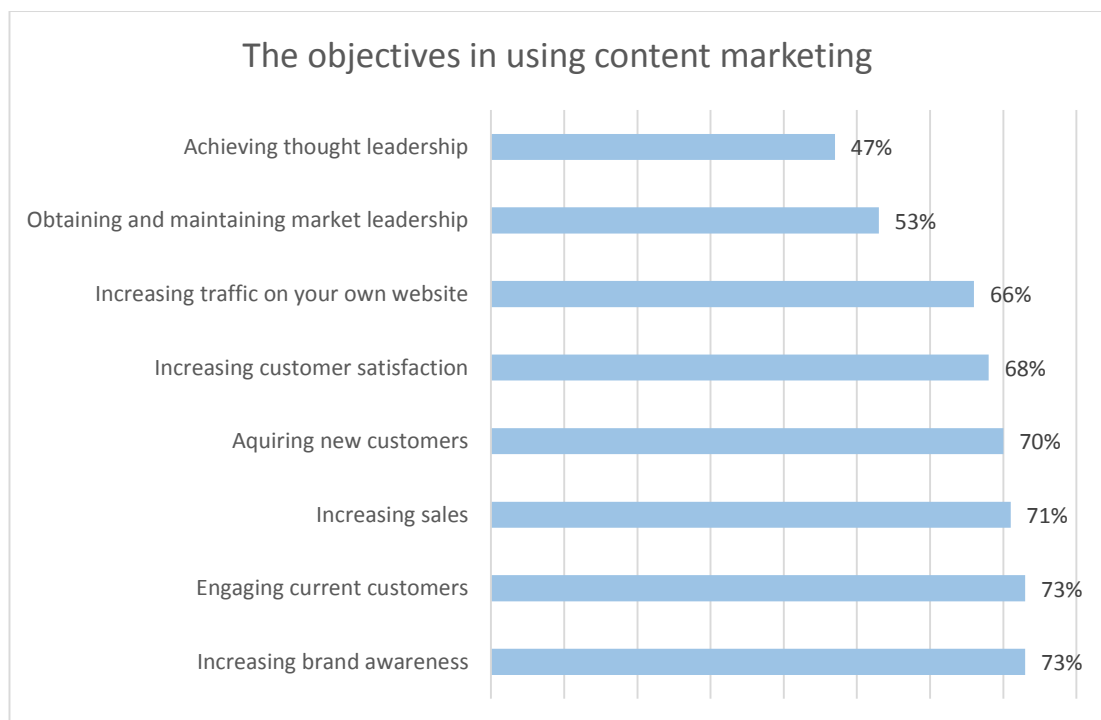


Figure 3. Survey of the objectives in using content marketing (Sisältömarkkinoinnin trendit Suomessa 2015)

From Figure 3 you can see that increasing brand awareness and engaging current customers were the most common objectives. Also increasing sales and acquiring new

customers are at the top of the list. The increase in sales is the hardest to measure, because of the many variables that can affect sales, so this case will focus on the other three. The main goals of this Pirjon Pakari Oy's Facebook marketing case study will be to learn how to improve their brand awareness/visibility and overall visibility online. We want to engage their current and new customers with great content. We will try to do this by adding value to the end customer by producing interesting and engaging posts to Pirjon Pakari Oy's Facebook page.

This project implementing the Facebook content marketing strategy for Pirjon Pakari Oy will last 8 weeks and the successfulness of this project will be evaluated during and after that 8 weeks. The progress will be analyzed using Facebook's own Insights data analytics tool. (More about Facebook Insights in chapter 6)

The goal in these eight weeks will be to increase the number of Pirjon Facebook page likes, to increase engagement on the Facebook posts and to ultimately increase the organic reach of each of the posts and therefore the visibility of the Pirjon brand.

5.2 Evaluating the goal

The S.M.A.R.T. criteria is commonly attributed to Peter Drucker's management by objectives concept. It was first introduced in his book "The Practice of Management" in 1954. What it means is that a goal should be analyzed by these different attributes; is it Specific? Is it Measurable? Is it Achievable? Is it Relevant? And is it Time-bound? This concept will be applied now to this case study.

Specific: The goal is to increase brand awareness and overall visibility on Facebook by engaging current and new customers with great content. A realistic goal could be 10 new likes for the Facebook page per week, 50% increase in the engagement and 75% increase in the reach of each post.

Measurable: The measurement of this goal will be using qualitative data, by means of the Facebook Insights tool. We will measure how much has the overall likes on Pirjon

Facebook page increased, has the engagement risen and was there any effects on the organic reach.

Achievable: This goal is achievable for this timeframe. All of these measured qualities can increase to some extent, but given the time limitation, there would maybe be better results, if this was an ongoing strategy, rather than a time-limited project.

Relevant: The relevance of this case study is appropriate for these times and for this case company. The case company wants to expand their online presence in social media and content marketing is the most relevant theory in the social marketing scene today.

Time-bound: The time for this project will be 8 weeks and there will be 8 postings, one every week. The goal will be measured during and after these 8 weeks. The goal is time-bound.

6 USING ANALYTICS TO TRACK PROGRESS

6.1 What is Analytics?

Analytics belong to the field of data analysis. When using analytics you are usually studying past data to research potential trends, to evaluate the performance of a given tool or scenario, or to analyze the effects of certain decisions or events. With analytics, you can gain valuable knowledge which can be used to make improvements or changes to your business. The goal is always to acquire new knowledge of the field you are researching. With this project, we want to analyze, with the help of Facebooks own analytics tool, Facebook Insights, how has the visibility of Pirjon Facebook page changed and have the customers been engaged with the content.

6.2 Facebook Insights

Facebook has its own analytics tool, where you can track your Facebook posts progress. They show analytics on many different things like: page likes, post reach, engagement, visits, your fan base demographic etc. It is a very helpful tool for businesses, because you don't have to do the calculations yourself, but they are ready made for you in this simple form where you can quickly check how your Facebook page is doing.

6.2.1 Likes

Usually, companies make the mistake when measuring their social media progress, to put too much emphasis on page likes and likes in general. All of the people who click the Like button on your company's Facebook page and agree to receive updates from the page in their News Feed won't see all of your updates, since Facebook's algorithms decide on what is the most desired content to see per user. (Gingerich 2015). But, if the content of your Facebook posts is entertaining enough to drive engagement in them, the fans will be more likely to see your company's content on their News Feed. A "like" on your Facebook page is just the beginning of the interaction.

6.2.2 Engagement

If a Like is considered a passive acknowledgement of your company's Facebook page's existence, engagement is the active acknowledgement of value. (Gingerich 2015) Engagement is the most important measurement. The engagement rate means the percentage of the people who saw a post that liked, shared, clicked or commented on it. You want people to see the Facebook posts, but more importantly to engage with it, because then they are also more likely to see them again.

The engagement, such as someone posting a comment, joining a discussion or sharing a post with their Facebook friends, shows that someone feels strongly enough to do something about it. This metric of engagement doesn't just keep track of how many people have something to say about a particular update, but also how many people click-through on a link to the original site. This is the ultimate goal of many

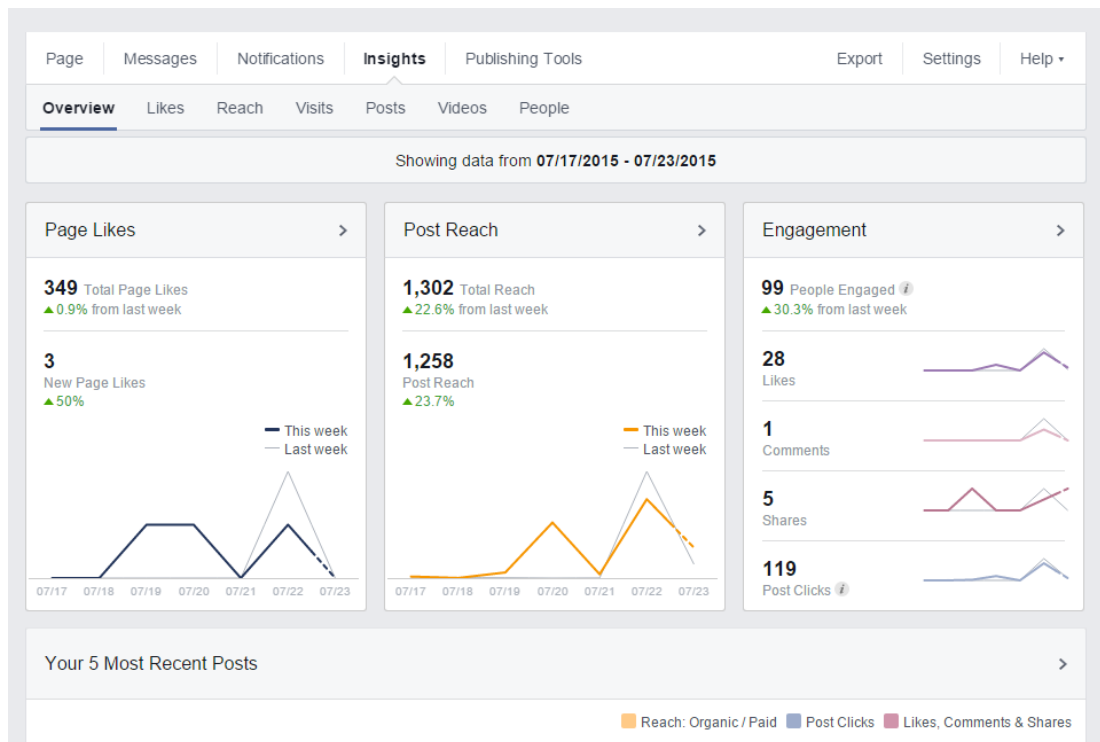
businesses – to get people interested in the discussions and conversations taking place on the social networking site. (Gingerich 2015)

6.2.3 Organic reach

What exactly is organic reach and how to improve it? Facebook itself defines organic reach as the total number of unique people who were shown your post through unpaid distribution. There was a big outrage in the beginning of this year 2015, when Facebook announced that they were "cleaning up" peoples News Feeds from "content that was perceived as too promotional". As of January 2015, Facebook has made changes to what kind of content people will see on their News Feed in the future. This is what they said on their Facebook for Business-site; "as part of an ongoing survey, we asked hundreds of thousands of people how they feel about the content in their News Feeds. People told us they wanted to see more stories from friends and Pages they care about, and less promotional content. – Now we're bringing new volume and content controls for promotional posts, so people see more of what they want from Pages." (Facebook for Business 2015). Essentially what they are saying is, if people don't engage with your content, nobody in the near future will see it (unless you promote it). This means that Facebook has also recognized the need for content marketing, because people have become more demanding in the content that they consume online.

6.3 How to use Facebook insights?

Facebook Insights is Facebooks own analytics tracking tool that saves and analyzes actions happening on your company's Facebook page and then translates it into simple charts and tables.



Picture 4. The view of Pirjon's Facebook insights tool front page 23.07.2015

The Facebook Insights tool measures many things happening on your company's Facebook page, such as the page likes, the post reach, when are your fans online, what has been the reaction to your posts (likes, comments, shares, post clicks), and the demographic of your audience. Tracking Insights data as a percentage of week-over-week change, gives the content creators the agility to sustain long-term growth in all areas. (Riggs, 2011) It is better to track your insights data week-to-week than month-to-month, because that way you can adjust your strategy accordingly, if you notice that something is not working or if something is getting much more attention than you thought it will.

6.4 Measuring Facebook ROI

Facebook ROI is a bit different than that of traditional online marketing like Google AdWords. Because of the direct revenue generated from each click, the ROI from AdWords is easier determined than from Facebook. Although Facebook can also give such direct returns through its Ad platform, but it can also give returns such as leads and customer testimonials at the fraction of the cost. Customer testimonials or customer recommendations are an important form of Facebook ROI. When one of your

fans shares, comments on or likes one of your Facebook Posts, these interactions show up in their friends News Feeds and not only introduce your business to them, but act as a social recommendation from their friend. This is far more powerful than a simple ad, because people care about what their friends think and do, not what a business wants to sell them. If a person's friend is talking about an experience that involves your business, it's a story with personal interest (Steeves n.d.) and that person will more likely get interested in you company as well. More than 80 percent of purchasing decisions are still made on the basis of recommendations from friends and family. (Sounio 2010, 41) So if you get people to engage in your Facebook content, it will spread your posts and give them more visibility on Facebook (reach). Those Facebook posts will act as social recommendations, which will hopefully increase the company's positive image, make people trust your brand and ultimately make them want to buy your product.

7 THE FACEBOOK CONTENT MARKETING STRATEGY IN ACTION

7.1 The idea

Because Pirjo Malmivaara, the CEO of Pirjon Pakari Oy, wanted to expand their social media marketing and visibility online, it was decided that this case study should focus on the social media marketing of Pirjon on Facebook utilizing content marketing theory. The main goal was to increase overall visibility online and to get people engaged with their content and eventually exposed more often to their brand. To be successful on social media you have to create content that creates value for your customers or engages them in some way to consume your content. Because social media, and in particular Facebook, is a medium where the customer can themselves decide whether or not to see or spread your content by liking your page, or engaging with your posts (liking, sharing, commenting), you have to create content that will engage them.

The idea was that Pirjon Pakari Oy should post weekly recipes to their Facebook page, where their bread is one of the ingredients in the recipe or goes well with the recipe. This is an old idea in the food industry, to make sponsored recipes, but few companies are doing it on their Facebook pages. Also part of the idea was to create beautiful visuals of the food, because on Facebook people respond better to posts with pictures, because visual content drives engagement. In fact, just one month after the introduction of Facebook timeline for brands, visual content -- photos and videos -- saw a 65% increase in engagement. (Simply Measured: The Impact of Facebook Timeline for Brands 2012) Also on Facebook, photos perform best for likes, comments, and shares as compared to text, video, and links. (Dan Zarella: How to Get More Likes, Comments and Shares on Facebook 2012)

7.2 Defining the target market and themes

Pirjon Pakari Oy is a Finnish bakery baking normal and gluten free bread and baked goods. They are targeting customers that are Finnish, live in areas where Pirjon bread is sold in stores, and buy and consume bread in its many shapes and forms. Some of them *may* have celiac disease or don't eat gluten for health purposes and they should be targeted with "Maistikas" posts (Pirjon Pakari Oy's gluten free brand).

The theme of every Facebook posts should be the same as Pirjon's brand, traditional, but with a modern twist. The recipes should be kind of "everyday food", nothing gourmet or too complicated. The pictures should look professional like, with good quality. When editing the pictures, you need to remember that, if you upload a landscape (horizontal) image on Facebook, it will be scaled to 470px wide. (Coleman 2015)

Also when editing the photos, the color saturation should always be increased to make the colors brighter and make it look modern, fun and full of life, because images with highly saturated colors also help the creative stand out against Facebook's white background. (Steeves n.d, 7) Also in every picture the "Pirjon" logo should be clearly visible or added to some corner of the photo to display the brand.

7.3 Editorial calendar

The idea was, that this implementation of the Facebook content marketing strategy of this case study would last 8 weeks and the first Facebook post will be published on 17.06.2015 and the last on 05.08.2015. There would be 8 recipes and pictures posted weekly, at the same time every week, when most of their customers were active on Facebook, and to create a consistent schedule that the customers could count on and anticipate. Consistency on Facebook is key. For example, you could post new product announcements on the same day every week so fans know what to expect and can look forward to hearing from you. (Steeves n.d, 14)

On Facebook, the best time for posting is in the afternoon between 13.00 and 16.00. In this period the click-through rate is at its highest. Facebook is used the most on Wednesdays at 15.00. It is not worth publishing on Facebook on the weekends before 8:00 am and after 20:00 in the evening. In such cases, the usage is minimal. (Harju 2014)

Here is an example of the editorial calendar for this project:

	A	B	C	D	E	F	G
	Week	Date	Time	Channel	Post Name	Content	
1	1	17.6.2015	15.00	Facebook	Pirjon perinteinen sillihyve	Kuva siillihyveestä uusien perunoiden ja Pirjon Saaristolaisleivän kanssa	
2	2	24.6.2015	15.00	Facebook	Grillhampurilaiset Pirjon perinteisellä majoneesilla	Kuva hampurilaisista (Pirjon Kaurakas ja Maistikas kauraleipä)	
3	3	1.7.2015	15.00	Facebook	Grilliritarit	Kuva Grilliritareista, mansikat, kermavahto, Pirjon Polakka ja -7-sortin Polakka	
4	4	8.7.2015	15.00	Facebook	Raparperihillo ja valkohomejuusto	Kuva Raparperihillosta Maistikas Hedelmöleivän kanssa	
5	5	15.7.2015	15.00	Facebook	Pestoleipä	Kuva Pestoleivästä Pirjon Tanko-leivän kanssa (kirjuriassa)	
6	6	22.7.2015	15.00	Facebook	Täytetty pizzasämpylä	Kuva täytetystä pizzaleivästä Pirjon Evässämpylässä	
7	7	29.7.2015	15.00	Facebook	Kunnonleipä	Kuva kunnon leivästä Pirjon Ruis lisäkin kanssa	
8	8	5.8.2015	15.00	Facebook	Mustikka-kardemumma hillo	Kuva Mustikka-kardemumma hillosta Pirjon Herkuu sämpylän kanssa	
10	
11							
12							

Picture 6. Pirjon Pakari social media editorial calendar.

In the editorial calendar you can see the publishing date, time, channel and what kind of content should be published. This editorial calendar in picture 6. is an example of what kind of calendar I used to manage the posts.

7.4 The Facebook content marketing strategy implementation


Every week – for eight weeks – there will be a different recipe with a picture posted on the Pirjon Facebook page. Next there are screen captured pictures of all of the posts with some of the Facebook Insights statistics on the right side of the photo, copied here to get a better understanding of what the posted content finally looked like. All of the photos were taken by me, Pauliina Lehtikangas.

Post Details Reported stats may be delayed from what appears on posts ✕

Pirjon added a new photo to the album: Reseptit
Published by toimisto@pirjon.fi [?] · June 17 · Edited [?] · 🌐

Juhannus on jo nurkan takana ja silloin on lupa herkutella!
Pirjon perinteinen juhannusherkkku on Sillihyve, joka sopii niin uusien perunoiden kanssa, kuin Pirjon saaristolaisleivän päällä. Tykkää ja kommentoi mikä on oma juhannusherkkusi?
Julkaisemme joka viikko uuden kesäisen reseptin!
Sillihyveen resepti... See More

See Translation



591 People Reached

20 Likes, Comments & Shares

18 Likes	10 On Post	8 On Shares
1 Comments	0 On Post	1 On Shares
1 Shares	0 On Post	1 On Shares

67 Post Clicks

10 Photo Views	0 Link Clicks	57 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

591 people reached Boost Unavailable


10 Likes

Picture 7. Week 1 - Facebook post. Picture of the recipe called “Sillihyve”.

Post Details Reported stats may be delayed from what appears on posts X

Pirjon added a new photo to the album: Reseptit.
Published by toimisto@pirjon.fi [?] · June 24 · Edited [?] ·

Nyt on grillikausi kuumimmillaan!
Pirjon kaurasämpylät, Kaurakas ja gluteeniton Maistikas kaurasämpylä, sopivat täydellisesti hampurilaissämpylöiksi kesän grillaushetkiin. Väliin sopii mehevä grillillä paistettu jauhelihapihvi ja Pirjon perinteisellä reseptillä valmistettu majoneesi. Julkaisemme joka viikko uuden kesäisen reseptin!
Grillihampurilaiset Pirjon perinteisellä majoneesilla:... See More
See Translation



698 people reached Boost Unavailable

11 Likes 3 Shares


698 People Reached		
20 Likes, Comments & Shares		
15 Likes	11 On Post	4 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	3 On Post	2 On Shares
67 Post Clicks		
18 Photo Views	0 Link Clicks	49 Other Clicks <i>i</i>
NEGATIVE FEEDBACK		
0 Hide Post	1 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Picture 8. Week 2 - Facebook post. Picture of the recipe called “Grillihampurilainen”

Post Details Reported stats may be delayed from what appears on posts X

Pirjon added a new photo to the album: Reseptit.
Published by toimisto@pirjon.fi [?] · July 1 at 3:00pm · Edited [?] ·

Jos grillimakara alkaa jo tulla korvista ulos, voi grillillä tehdä myös makeita herkkuja! Pirjon Polakasta ja 7-sortin Polakasta loihdit helposti grillillä köyhiä ritareita. Julkaisemme joka viikko uuden kesäisen reseptin!
Grilliritareiden resepti:
Ainekset: ... See More
See Translation



439 people reached Boost Unavailable

11 Likes

439 People Reached		
11 Likes, Comments & Shares		
11 Likes	11 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
37 Post Clicks		
15 Photo Views	0 Link Clicks	22 Other Clicks <i>i</i>
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Picture 9. Week 3 - Facebook post. Picture of the recipe called “Grilliritarit”.


Post Details Reported stats may be delayed from what appears on posts X

Pirjon added a new photo to the album: Reseptit.
Published by toimisto@pirjon.fi [?] · July 8 · Edited [?] ·

Raparperista saa loihdittua monenmoisia herkkuja. Erityisen hyvin se sopii hillona gluteenittoman Maistikas Hedelmäleivän päällä. Paahda leipä, levitä hillo, lisää vähän valkohomejuustoa päälle ja nauti!

Julkaisemme joka viikko uuden kesäisen reseptin!
Raparperihillo:... See More

See Translation



14 Likes 1 Comment 1 Share

Like Comment Share

497 People Reached

18 Likes, Comments & Shares

15 Likes	14 On Post	1 On Shares
1 Comments	1 On Post	0 On Shares
2 Shares	1 On Post	1 On Shares

24 Post Clicks

5 Photo Views	0 Link Clicks	19 Other Clicks <i>i</i>
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Picture 10. Week 4 - Facebook post. Picture of the recipe called “Raparperihillo”.


Post Details Reported stats may be delayed from what appears on posts X

Pirjon added a new photo to the album: Reseptit.
Published by toimisto@pirjon.fi [?] · July 15 · Edited [?] ·

Pori Jazz on taas täällä, joten piknikhuovat esiin! Jos haluaa piknikilleen evääksi jotain herkullista, kannattaa piknik-koriin pakata kesäinen uutuus, Pirjon Tanko. Tomaatti-oreganosekaleipä. Sen välissä maistuu raikas tomaatti, täyteläinen mozzarella ja itse tehty pesto. Joko olet maistanut Pirjon Tanko-leipää?

Julkaisemme joka viikko uuden kesäisen reseptin!
Pirjon perinteikäs pesto:... See More

See Translation



18 Likes 2 Comments

Like Comment Share

1,001 People Reached

28 Likes, Comments & Shares

24 Likes	18 On Post	6 On Shares
2 Comments	2 On Post	0 On Shares
2 Shares	0 On Post	2 On Shares

91 Post Clicks

20 Photo Views	0 Link Clicks	71 Other Clicks <i>i</i>
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NEGATIVE FEEDBACK

1 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Picture 11. Week 5 – Facebook post. Picture of the recipe called “Pestoleipä”.


Post Details Reported stats may be delayed from what appears on posts X

Pirjon added a new photo to the album: Reseptit.
Published by toimisto@pirjon.fi [?] · July 22 at 3:00pm · Edited [?] ·

Tekisikö mieli pizzaa? Jos haluat kokeilla jotain aivan erilaista, Pirjon Eväsämpylöistä teet käden käänteessä meheviä pizzasämpylöitä. Uunista leijaillee mahtavat tuoksut ja nälkä lähtee takuulla!

Julkaisemme joka viikko uuden kesäisen reseptin!
Pirjon Pizzasämpylät:... [See More](#)

[See Translation](#)



19 Likes 1 Comment

Like Comment Share

983 People Reached		
27 Likes, Comments & Shares		
23 Likes	19 On Post	4 On Shares
1 Comments	1 On Post	0 On Shares
3 Shares	0 On Post	3 On Shares
84 Post Clicks		
10 Photo Views	0 Link Clicks	74 Other Clicks ?
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Picture 12. Week 6 – Facebook post. Picture of the recipe called “Pizzasämpylä”.

Post Details Reported stats may be delayed from what appears on posts X


Pirjon
Published by toimisto@pirjon.fi [?] · July 29 at 3:00pm · Edited [?] ·

Kalevan kisat kisataan Porissa 30.7-2.8 ja Pirjon on myös yksi kisojen yhteistyökumppaneista!

Jotta jaksaa kuntoilla, täytyy myös syödä hyvin. Siksi kannattaa syödä Kunnan Leipää! Pirjon Ruis-Iisakki on 81% täysjyväruista, jonka kuitu pitää kylläisenä pitkään. Päälle vielä avokadosta hyviä rasvoja, kurkusta K-vitamiinia ja muita vitamiineja, kananmunasta proteiinia ja kurpitsansiemenistä magnesiumia, ja herkullinen terveisleipä on valmis!

Kunnanleipä:... [See More](#)

[See Translation](#)



20 Likes 1 Share

Like Comment Share

690 People Reached		
25 Likes, Comments & Shares		
24 Likes	20 On Post	4 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares
41 Post Clicks		
10 Photo Views	0 Link Clicks	31 Other Clicks ?
NEGATIVE FEEDBACK		
0 Hide Post	1 Hide All Posts	
0 Report as Spam	0 Unlike Page	


Picture 13. Week 7 – Facebook post. Picture of the recipe called “Kunnan leipä”.

Post Details Reported stats may be delayed from what appears on posts ✕

Pirjon
Published by [toimisto@pirjon.fi](#) [?] · August 5 at 3:00pm · Edited [?] · 🌐

Nyt on taas mustikoita metsät täynnä!
Mustikoista voit tehdä nopeasti ja helposti maistuvaa ja mausteita mustikka-kardemumma hilloa. Mustikka-kardemumma hillo maistuuikin herkulliselta Pirjon Herkkusämpylän päällä!
Mustikka-kardemumma hillo:... [See More](#)

[See Translation](#)



18 Likes 1 Share

👍 Like 💬 Comment ➦ Share

728 People Reached

22 Likes, Comments & Shares

19 Likes	18 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
3 Shares	1 On Post	2 On Shares

55 Post Clicks

11 Photo Views	0 Link Clicks	44 Other Clicks <small>👁️</small>
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NEGATIVE FEEDBACK

1 Hide Post	1 Hide All Posts
0 Report as Spam	1 Unlike Page

Picture 14. Week 8 – Facebook post. Picture of the recipe called “Mustikka-kardemumma hillo”.

All of the posts were made to be somehow topical with the upcoming holidays or events. For example to celebrate the Finnish midsummer or a picnic themed post in the week of Pori Jazz Festival (which is famous for its picnic concerts), or other recipes from ingredients that were in season that time. The bread that is being promoted is also visible in all of the pictures as well as the bag that it is sold in, so that it would be easier for people to recognize the brand in store in order to influence the purchasing decision.

The posts that got the best response were in week 5 and 6. In week 5 over a thousand people saw the post, which is really good visibility for a Facebook page with a little over 300 fans. It engaged 119 people to respond to it somehow, by liking, commenting, sharing or clicking on it. On week 6 almost a thousand people saw the post and 111 people engaged with it. This could be the result of many things, but when comparing the differences to the other posts, you can see some differences. For example in week 5 the picture was taken outside with nature on its background and in week 6 the recipe was more innovative, that people may not have even discovered it themselves. So these same tactics could be tried next time, if it would result in the same kind of engagement.

8 ANALYSING RESULTS

8.1 About analyzing

The purpose of data analysis is to explain and then convert the data into a concept that describes the phenomenon or people's attitudes and views. (Kawulich, 2004)

This analysis will be conducted from the primary data gathered from the Pirjon Facebook page Insights tool. Because the goal of this case study was to learn how to gain more visibility for Pirjon Pakari Oy on Facebook and to engage their current and new customers with great content, the metrics that need to be measured and analyzed in this case are the increase in new page likes, total post reach, engagement and engagement rate. These metrics will be analyzed and evaluated in order to determine on how the case study goal has been achieved.

8.2 Facebook Insights results

This Facebook Insights data that is being analyzed in this case study was measured weekly, which means the total number of the accumulated data during every week is calculated at the end of each week to get the results for that week. That way you can easily see the differences between each week. Data from all of the following figures is taken from the time period 15.6 - 5.8.2015 and from the Pirjon Facebook page Insights. The engagement and reach will be compared with the averages of the 8 previous posts posted on the Pirjon Facebook page before the start of this project. This data was gathered from the time period 5.8.-22.9.2014.

First to be analyzed is the metric of total page likes. Total page likes means the total unique number of people who have likes your company's Facebook page. The goal was set in the beginning to 10 new likes per week, which was a bit too optimistic of an assumption.

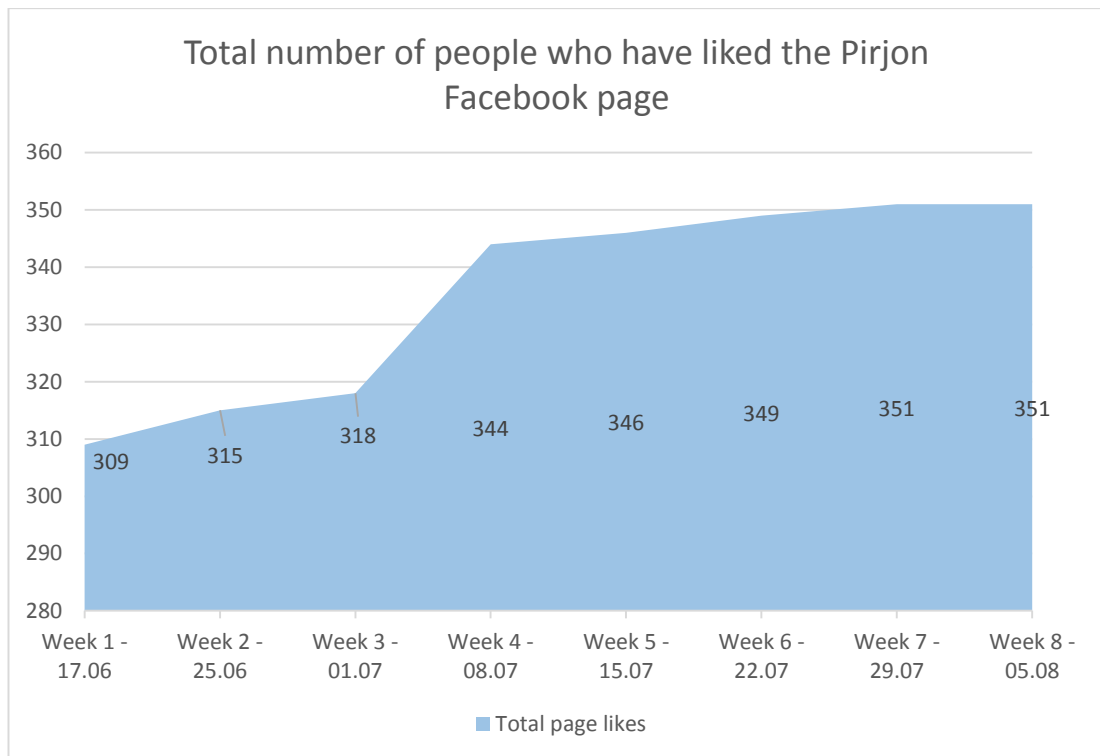


Figure 4. The total number of people that have liked the Pirjon Facebook page during 15.6. – 5.8.2015

In the beginning of this project on 15.06.2015 Pirjon Facebook page had 309 likes and after eight weeks on 05.08.2015, they had 351 page likes. During these 8 weeks the page likes increased by 42 people, which is an average of 5.25 people per week. That is still a 13.6 % increase in Pirjon Facebook page likes from beginning of the project to the end, which is a good percentage. As explained earlier, the number of people who click the “Like” button on your page and agree to receive updates from your Facebook page in their news feed won’t see all your updates anymore. Facebook has been making sure that peoples News Feeds aren’t cluttered with uninteresting content, but content that actually interests them and engages them, so in that sense the page likes isn’t the most important metric to follow, because that doesn’t even guarantee that people will see your content. In this case study we have to focus on the engagement, because that’s what affects the total reach of the Facebook post and how many people actually even see your posts.

Next to be analyzed is engagement and engagement rate. Engagement means how many people clicked on your post and also how many liked, commented or shared it.

The engagement rate means the percentage of the people who saw your post that liked, shared, clicked or commented on it.

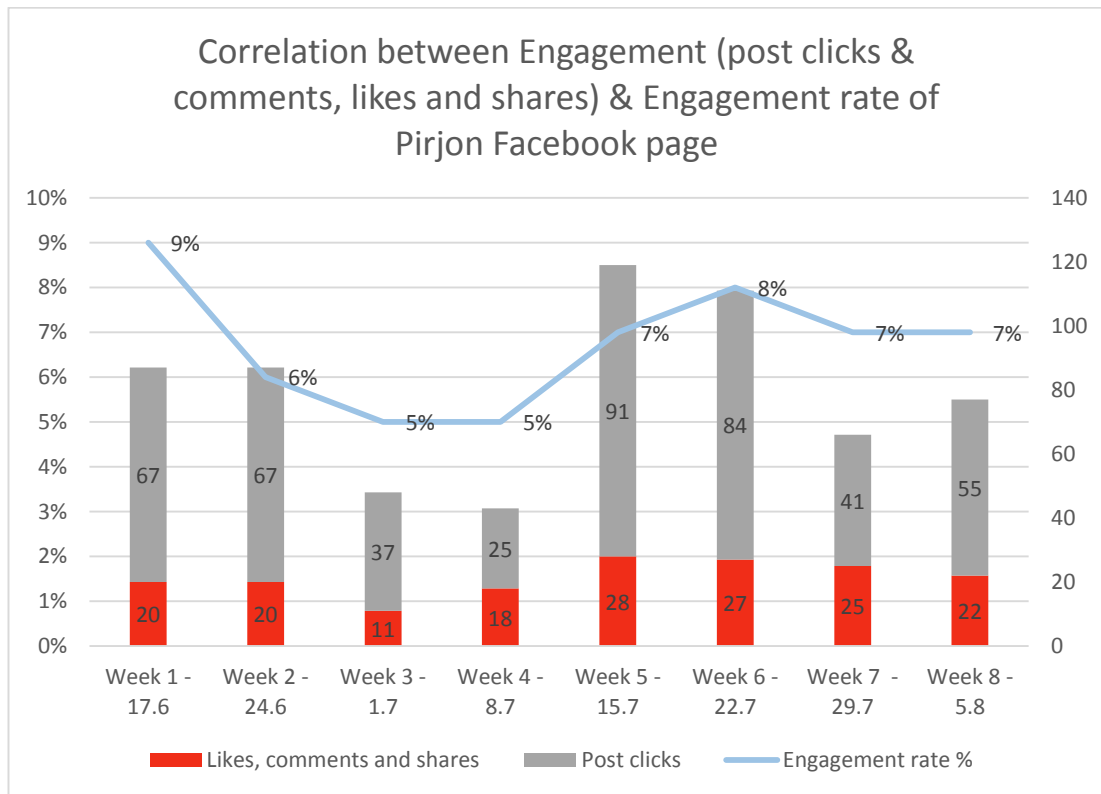


Figure 5. The correlation between engagement and the engagement rate.

There is a correlation between these two measurements, engagement and the engagement rate, because of how the engagement affects the total reach, which in turn affects the engagement rate. It was important to get the engagement on the posts as high as possible, because that's when you get the most reach and most visibility for your posts. The engagement rate during these eight weeks varied from 5% to 9%, which is a good percentage for this size fan page. A crucial factor for finding the right engagement rate for your Page is its size and how often you post. A small Page – for example, a local restaurant that posts daily specials and food reviews – might have a more dedicated, close knit group of followers than, say, a massive global brand with millions of fans. (Guglielmelli 2014) So for 350 fans an engagement rate of an average of 7% is good. Because of the massive increase in post reach, the engagement rate did not increase compared to older posts from the Pirjon Facebook page. The average engagement rate for the last 8 posts posted on their Facebook page was 11%. But the number of people engaged increased. Before it was an average of 28 people per post,

and now it is an average of 80 people per post. That in a 186% increase in the number of engaged people.

Finally to be analyzed is the metric of total reach. In Facebook Insights total reach means the number of unique people how have seen your company's Facebook post. It can consist of fans (people that have liked your company's Facebook page) and non-fans.

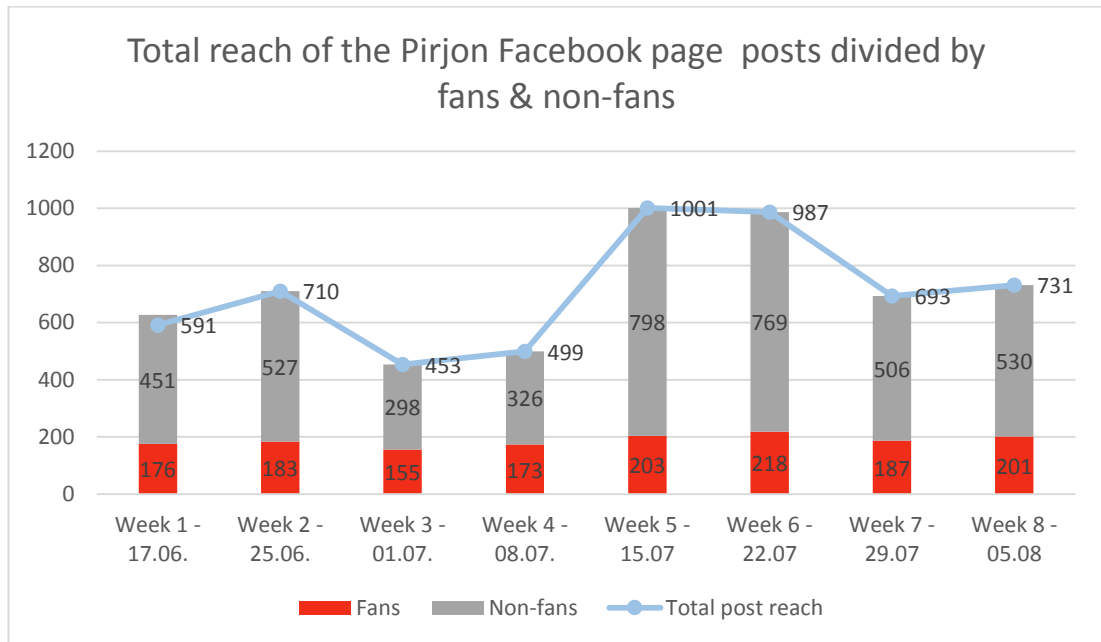


Figure 6. The total reach of the Pirjon Facebook posts divided by fans and non-fans.

The total reach is mainly constructed from non-fans views, which means the Facebook friends or your company's fans that have engaged with your content and therefore have spread it on their friends News Feeds. If the Pirjon Facebook page has about 300-350 fans, you can see that almost half of them have not been reached. Only an average of 187 fans have seen the posts and an average 526 non-fans have been reached. That's why, if you want the biggest visibility for your posts, you need to increase the engagement, so that more of your fans Facebook friends see your posts.

If you compare figures 6 and 7, you can see that there is kind of a same pattern through the weeks. In week 3 both of the go a little down and in week 5 both go up again. The most popular Facebook post during these eight weeks got a total reach of 1001 people. That is extremely good for a Facebook page of this size. That same post got also the most clicks, likes, comments and shares. The average reach on the Pirjon Facebook

page also increased massively. The average reach during these 8 weeks was 706. The average reach of the last 8 posts posted on the Pirjon Facebook page before this project was 155. The average reach has increased by 355%. Because the engagement was managed to be increased in each of the posts, that resulted in more reach, because engagement increases reach. So in this case engagement is the cause, and reach is the effect.

9 SUMMARY

The goal of this case study was to learn how to increase the brand visibility and overall visibility on Facebook for Pirjon Pakari Oy. This was done by engaging their current and new customers with great content. After implementing the Facebook content marketing strategy that was made, the visibility of Pirjon Facebook page was tripled, because the average reach increased 355% from before. Also the amount of people engaged with their content increased by 186% and the fan base increased by 13.6 %. The goal of this case study was achieved and in some parts exceeded.

There were also some limitations with the data analysis in this thesis. When deciding to use Facebook Insights analytics tool, there are limitations to what kind of data you can gather with it. It does not show for example how much has sales of the product increased or customer satisfaction or measure brand awareness. The last two examples could have been figured out with a questionnaire, but the time limit was not enough for this bachelor's thesis. Increase in sales could have been measured from the data gathered by the company, but the impact of social media marketing on sales is more complicated to prove, because there are also other variables that effect on sales.

Overall, the outcome of this thesis shows that this Facebook content marketing strategy could be continued with great success.

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