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FACEBOOK MARKETING STRATEGY

Case: Pint Please Mobile Application

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ABSTRACT

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This thesis was made to develop a Facebook marketing strategy for a mobile application start-up company Pint Please Ltd in order to improve their Facebook marketing in the United Kingdom. The aim of this thesis is to help the commissioner plan, implement, measure and improve their marketing activities in Facebook and support their marketing efforts in acquiring users for their craft beer application. The theory introduces marketing strategy development process and focuses on describing Facebook as a marketing channel.

The theoretical framework consists of identifying commissioner's resources, competition and target consumer segments, explains how to set marketing objectives, introduces brand positioning and discusses how to apply these elements in social media communication. Marketing in Facebook is described more in detail by introducing owned, paid and earned media types with a special focus in company's own Facebook page and paid advertisements. The thesis also introduces how to measure Facebook marketing outcome by using Facebook Insights, Facebook Ads Manager and in the case of an app company, Facebook Analytics for Apps. The theory is then applied into practice in a form of a Facebook marketing strategy creation: commissioner's current Facebook marketing performance is studied, objectives are set, metrics to monitor are chosen and strategies as well as detailed tactical proposals are given for further development. The main research methods used were desktop research and observation of app user data as well as data on commissioner's Facebook marketing. In addition marketing books and several online articles were studied.

The Facebook marketing strategy of Pint Please emphasizes the importance of differentiating the app from competitive offering, meeting the interests of potential craft beer app users and providing added value for existing Facebook page followers. It also sets clear goals for paid and owned Facebook medias in order to incorporate efficient marketing messages for right audiences. In addition the strategy focuses on efficient use of marketing budget by optimizing the targeting of paid advertisements in driving new app installs.

Keywords: Facebook, marketing strategy, social media, app marketing, B2C marketing

CONTENTS

| | | |
|-------|---|----|
| 1 | INTRODUCTION..... | 6 |
| 2 | COMPANY INTRODUCTION | 8 |
| 2.1 | Competition | 9 |
| 2.2 | Pint Please’s Target Segment..... | 10 |
| 2.3 | Pint Please App Users in Finland..... | 13 |
| 2.4 | Pint Please App Users and Craft Beer Consumers in UK..... | 13 |
| 3 | MARKETING STRATEGY | 18 |
| 3.1 | Marketing Objectives..... | 20 |
| 3.2 | Segmentation, Targeting and Positioning..... | 22 |
| 3.2.1 | Segmentation & Targeting..... | 22 |
| 3.2.2 | Brand Positioning..... | 27 |
| 3.3 | Marketing in Digital Channels..... | 33 |
| 3.4 | Content Marketing in Social Media..... | 36 |
| 4 | FACEBOOK AS A MARKETING CHANNEL | 40 |
| 4.1 | Owned Facebook Media..... | 40 |
| 4.2 | Paid Facebook Media..... | 42 |
| 4.3 | Earned Facebook Media | 44 |
| 4.4 | Measuring Facebook Marketing Outcome..... | 45 |
| 4.4.1 | Facebook Insights..... | 45 |
| 4.4.2 | Facebook Ads Manager..... | 47 |
| 4.4.3 | Facebook Analytics for Apps | 48 |
| 5 | FACEBOOK MARKETING STRATEGY FOR PINT PLEASE APP..... | 50 |
| 5.1 | Current Performance | 50 |
| 5.2 | Goals and Metrics..... | 54 |
| 5.3 | Strategy & Tactics | 57 |
| 5.3.1 | Strategy for Owned Facebook Content..... | 57 |
| 5.3.2 | Tactics for Owned Facebook Content..... | 58 |
| 5.3.3 | Strategy for Paid Facebook Advertisement | 60 |
| 5.3.4 | Tactics for Paid Facebook Advertisement | 62 |
| 5.4 | Summary | 63 |
| 6 | CONCLUSIONS..... | 64 |

| | | |
|---|-----------------|----|
| 7 | DISCUSSION..... | 66 |
| 8 | REFERENCES..... | 67 |

1 INTRODUCTION

Companies are increasingly investing their marketing resources on social media channels. Especially Facebook continues as an important channel and with its wide range of users, familiarity to company leaders and relatively low advertising costs it is the most popular social media channel for marketing in start-ups and SMEs. (Lipiäinen, Karjaluoto & Hakola 2013, 13.)

Consumers on Facebook on the other hand are exposed to an excessive amount of promotional messages of companies who are all competing for their attention. Being unable to process all received information, consumers constantly go through an unconscious selection process to filter the irrelevant from what deserves attention. Therefore just a presence on Facebook is not enough for businesses but the need to provide content that is clearly appealing to their target consumers is increasingly important in order to win the consumers' attention and differentiate the company from competitors.

As a commissioner of this thesis is an application start up company Pint Please Global Ltd, which is based in Oulu, Finland. The company has developed a mobile phone application called Pint Please that allows consumers to mark down and give reviews on beers they have tasted and share their product opinions with friends. The application is especially targeted for craft beer consumers and is available in Finnish, English, Swedish and Spanish, Finland being their main market. The company now wishes to gain more popularity in the UK market.

The aim of this thesis is to help the commissioner develop their marketing in Facebook. The commissioner would like to have a better understanding on what kind of content marketing works and does not work in their case. The main research problem to study in this thesis is, how to develop Pint Please's current Facebook marketing in UK in order to increase app installs? Another research question to study is, what kind of Facebook marketing content to publish on Facebook in order to attract commissioner's target consumer segment in UK? As research methods quantitative data of current app users and Facebook followers will be collected from Facebook Insights and Facebook Analytics for Apps. In addition several articles will be studied for more holistic understanding of the target consumer in UK. A strategy for commissioner's Facebook marketing will be developed based on the information regarding target consumer and

company's brand. The concentration of this thesis will be on company's own Facebook profile and paid advertisements.

In the first chapters of this thesis the company and its target consumer segments will be introduced, as it is important to understand the target consumers in order to know how to engage them. Then the marketing strategy process will be reviewed and the use of Facebook as a marketing tool will be explained in more detail. After this the strategy for Facebook will be formulated taking into account the brand and findings on target consumers' interests. Finally the thesis will finish with further development proposals and evaluation of the thesis work.

2 COMPANY INTRODUCTION

Pint Please Global Oy is a mobile application start-up company founded in 2014. The company is based in Oulu, Finland and employs in total four people. The company has raised funding from several private investors as well as a start-up investment company Butterfly Ventures. Currently the Oulu office core team consists of the CEO, two software developers and a designer, all with in total 55 years of previous experience on their industries. In addition Pint Please occasionally employs part time workers to collect and publish content for the company. The mission of the company is to make people drink better beer. Their vision is to be the biggest beer service platform in the world and to have an impact on the purchasing decision of millions of beer consumers. To achieve these the Pint Please core team has adopted an open, trustworthy and customer oriented company culture in which they continue working. (Pint Please Global Ltd 2014, cited 16.10.2016; Karppinen & Tapaninen, interview 4.11.2016.)

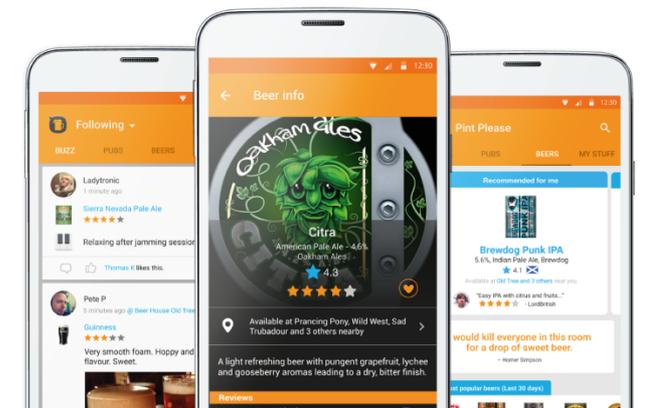


FIGURE 1. Pint Please Mobile App

With Pint Please mobile application (FIGURE 1) users can give reviews and mark down their favorite beers, share them with friends and find pubs and bars that sell those brewery products they like. The application will also recommend new brews to taste based on user's individual taste. The app is available in Finnish, English, Swedish and Spanish for android and iOS phones free of charge and it is targeted for beer lovers who like to discover and enjoy the taste of a good quality brew, thereby taking advantage of the current craft beer trend. The app has achieved approximately 30 000 installs and around 4200 active users in Finland, growing on average by 1000 monthly installs. The second biggest market is UK with approximately 4 000 installs and 300 active users. The third biggest market based on the number of users is USA with approximately

1400 installs and 300 active users. In UK the application gained most of its installs during the first year after launch, which has been partly assisted by local media coverage. Pint Please has been present in such medias as Morning Advertiser and ITV Cambridge in August 2014, and briefly in The Sun in October 2015. (Pint Please Global Ltd 2014, cited 16.10.2016; Karppinen & Tapaninen, interview 4.11.2016.)

The company makes revenue by selling consumer analytics to pubs, breweries and brew importers in exchange of a monthly payment. Buying consumer analytics from Pint Please allows companies to receive information on consumers' opinions about their products and/or services. The most important business clients for the company are breweries, pubs and supermarkets. (Pint Please Global Ltd 2014, cited 16.10.2016; Karppinen & Tapaninen interview 4.11.2016.)

2.1 Competition

As main competitor the company considers to be Untapped, which is a beer application available in English, Dutch, French, German and Italian and offers similar features as Pint Please. Untapped was launched in USA in 2010 and had 3.2 million users in April 2016 (Rotunno 2016, cited 18.10.2016). Pint Please declares it focuses to differentiate itself from Untapped by being user-friendlier, localized and by providing interesting content for their users. Other competitors Pint Please considers to be Ratebeer, a website for professional-level brew connoisseurs and their followers with 400 000 registered users, and Beer Advocate website in US that also publishes a magazine. (Karppinen & Tapaninen, interview 4.11.2016.)

Companies may observe competition from industry point of view or market point of view. Industry point of view sees as competitors those companies or brands that offer similar products that could be direct substitutes for the company's offering. Market point of view instead observes competition from customer point of view and considers competing products being those that satisfy the same customer need. (Kotler, Keller, Brady, Goodman, Hansen 2012, 306.) In the case of Pint Please the industry competitors are those offering similar beer rating applications, such as Untappd. From market point of view competitors for Pint Please are not only direct substitute products but also other products and services that may cover the same need to find, rate and share beers, such as social media platforms, bartenders and online stores such as Beer Hawk and Honest Brew.

2.2 Pint Please's Target Segment

Pint Please describes its target market as follows:

“The main users of Pint Please application are 25-45 years old men who drink craft beers at least two times a month. The users generally have a university-level degree. Those of less than thirty years old visit pubs more often and spend time with their friends. Those who are older usually have a family and enjoy their beer at home.” (Karppinen & Tapaninen, interview 4.11.2016.)

Segment profiles are sometimes presented as brand personas. Brand personas are descriptions of the typical consumers within the selected target markets. The description often includes personality characteristics, lifestyles, interests, attitudes, purchasing behavior and benefits sought in products along with demographic characteristics. The aim is to facilitate understanding the target market better and help making effective marketing decisions. The finalized description of a brand persona is based on market research data and findings. (Market Segmentation Study Guide 2016, cited 15.11.2016.)

Pint Please has developed two brand personas to assist in understanding the typical consumer in their target market segment in Finland.

Matti the Family Guy

Matti is 36 year old architect from Tampere, Finland. He's married and he has two children. Matti likes to play frisbee golf and listen to music while he has time. He also goes to gigs occasionally.

Matti got interested in craft beer about five years ago when his friend recommended him to taste some better beers. Matti has always been more of a beer person even though he occasionally also buys some wine and whisky. Usually Matti drinks beer at home once a week because he doesn't have time to go the pubs.

Matti likes technology but wants it to be simple and practical. If something isn't working he won't be using it. He uses Facebook and Instagram daily but mostly checks what his friends are up to rather than makes posts himself.



Matti is interested in beer and would also like know more about them since he considers himself as a beer novice. The beer selection in shops is so large that he would like to make better selections. Matti buys beers mostly from the local supermarket where he picks some familiar beers first and then some new ones to try out.

Matti uses Pint Please because he wants to remember which beers were great and which were not. (Karppinen & Tapaninen, e-mail 4.11.2016.)

Jussi the Football Fan

Jussi is a 25 years old marketing student from University of Helsinki. He lives with his girlfriend. He likes to watch football and movies and he also goes to the gym. Jussi uses many common apps such as Facebook, Instagram and Snapchat and also posts to those medias about once a week. He also plays Hill Climb Racing on his phone once in awhile. Jussi is not that interested in technology but if he finds something useful he grabs on it.

Jussi got interested in beers two years ago and now he regularly wants to try out new and different beers. Usually he drinks beer two times per week and usually with his friends.

Even though he enjoys craft beer, still over half of the beers he drinks are normal bulk beers and the rest are better beers.



Jussi has quite large friendship circle. Usually he has couple of better beers to start the night out with friends and then the rest of the night goes with “whatever” beers.

Jussi buys most of his beers from supermarkets or Alko but he also goes to the pubs about once a week. Jussi wants to drink good beers and he often asks a recommendation from the bartender if he’s in the pub. At the supermarket Jussi grabs the beer with a gut feel. He knows which styles he like so usually he picks something from those styles. (Karppinen & Tapaninen, e-mail 4.11.2016.)

Some consumer segment information can be identified and concluded from Pint Please brand persona descriptions. This information can be presented in a segment profile table (*TABLE 1*). Further consumer research will provide more information on selected segments.

TABLE 1. *Pint Please's segment profiles in Finland.*

| CONSUMER BEHAVIOUR | Segment A: Matti | Segment B: Jussi |
|---|--|---|
| Main consumer needs | Assure quality taste, assist in making better consumption decisions, find information and try new | Discover, share knowledge with friends, give good impression to others |
| Usage level | Once a week | Twice a week |
| Level of brand loyalty | Likely to be loyal if engaged well | Likely to change to the newest hit product |
| Price sensitivity (1=extremely price sensitive; 5=not price sensitive at all) | Not that price sensitive (4) | Price sensitive (2) |
| Product involvement levels | Not very likely to recommend products to many people. | Likely to recommend products to many people. |
| Retailer preferences | Supermarket (convenience, selection) | Alko, supermarkets, pubs |
| DESCRIPTION | | |
| Geographic spread | Finland, urban area | Finland, urban area |
| Demographic description | 30-45 years old, men, university degree, kids, married or in a long term relationship | 25-30 years old, men, university degree, no kids, in a relationship |
| Psychographic description | Creative, practical, urban, family oriented, open-minded, interested in how items were made, philosophic, cautious, humble | Extrovert, social, outgoing, athletic, open-minded, adventurous, urban, sophisticated, active life style, trendy, talkative, confident |
| COMPETITION/COMMUNICATION | | |
| Main competitive offering | Websites, applications | Websites, applications, social media |
| Main media choices | Common social media channels, Radio, Spotify, TV | Growing social media channels (mobile), Youtube, Hill Climb Rasing game, Football and movie streaming websites, Spotify, Ads in public transportation |

2.3 Pint Please App Users in Finland

Facebook Analytics for Apps shows data on the current users of the Pint Please application. According to the data the app users in Finland are mainly men of 25-34 years old who live in urban areas and have a high level of education. The pages they like on Facebook are related to travel documentaries, intellectual humor, rock music and consumer electronics.

We can conclude from the available data that the current Finnish Pint Please users are adventurous, interested in discovering the world and experimenting unusual things. They are also educated and well informed on current topics in the society and able to think critically. They are likely to find out information from various different sources before making decisions. They are not likely to be notably influenced by main commercial mediums or traditional high budget advertising. Their sense of humor is often in context with current topics and linguistic features such as wording, requiring good general knowledge. The Pint Please users most often like to listen rock classics and are keen on convenient consumer electronics. They occasionally follow sports. Despite of their global interests they also appreciate local Finnish culture.

Aalto University interviewed eight 25-28 year old craft beer hobbyists in Helsinki for a master's thesis in order to study the consumer identity of Finnish craft beer hobbyists. Findings of the study were that the interviewed craft beer hobbyists considered themselves as experimenters and explorers, analysts and critics, hedonists and conosseurs and as teachers and gurus. (Helaniemi 2016, cited 12.4.2017.) The findings of Aalto University study are in line with the author's findings on Finnish Pint Please application users.

2.4 Pint Please App Users and Craft Beer Consumers in UK

According to the data available in Facebook Analytics for Apps, 10,7% of all Pint Please users live in UK. This counts about 660 people. A quarter of them are men between 25-34 years old. The geographical distribution of users is highly centralized in London; nearly 30% of all users live in the capital city. However the geographical distribution of users does not correlate with the size of the city in UK but most users apart from London seem to live in smaller towns around the country with no specific concentration on large cities. Users' relationship status is evenly likely to be single, married or in a relationship. (Facebook Analytics for Apps 2016, cited 22.11.2016.)

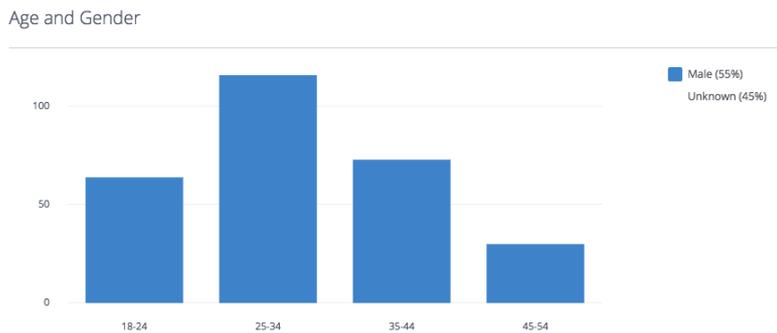


FIGURE 2. Age distribution of Pint Please app users in UK (Facebook Analytics for Apps 2016, cited 22.11.2016)

In UK the app users' highest reported educational level was a college degree reported by 65% of users. 35% reported high school as their highest education. Zero percent of users reported on Facebook of having a post-graduate degree. A clear majority, 86% use an Android-based device, iOS representing only 13,7%.

It is estimated that by 2013 25% of British adults had consumed a craft beer within the last six months. This equals to 13 million people. The craft beer trend has been projected to continue its growth and move from early adopters towards mainstream consumption. Half of the consumers in UK expect craft beer to taste better and a third appreciates the quality of craft beer to the extent that they are willing to pay more of it compared to regular beers. However nearly half of the consumers think that craft beers would be more appealing to them if they knew more about them. 40% of consumers in UK have stated that they were open to try a craft-style beer from a large brewer. Rather than the small size of the brewery, high quality and artisan skills were estimated to be the factors that gave consumers a different consumption experience compared to regular beers. 63% of beer drinkers in 2013 claimed to drink a beer at least once a week. However the actual amount of consumed beer is decreasing in UK, reflecting the changing consumption pattern of drinking less but of higher quality. Quality ingredients and the brewing process is said to convey beer consumers of superior quality. (Mintel 2013, cited 14.11.2016.)

Compelling brand stories, superior flavor, quality and choice are motivating consumers to choose a craft-style beer (Hall 2016, cited 14.11.2016). Consumers want to try unusual and better beers and think carefully what they spend their money for. As with food trends, the localism, natural

ingredients, bolder flavors and artisanal methods are what consumers appreciate in brew drinks as well. (Shortlist 2017, cited 14.11.2016.)

A poll made in United States for craft beer drinkers in 2016 shows that those consumers who drink craft beer are more health conscious than average alcohol consumers. They exercise more and preferably in a group, they consume alcohol less frequently and pay attention to ingredients in their craft beer. They also tend to seek out food and beverages made locally. Most of the younger consumers (aged 21 to 34) stated drinking alcohol only on weekends and a significant amount of the millennial craft beer consumers state they actually take time off from drinking. (Craft Beer World 2016, cited 14.11.2016; Birth 2016, cited 14.11.2016) These trends should be taken into consideration, as they are likely to apply in UK as well.

University of Cambridge researched social networking data in 2010 to detect which districts in London were most often visited for socializing purposes and how it correlated with the economic improvement of the area. The research found that such districts in London as Hackney, Greenwich, Tower Hamlets, Lambeth and Hammersmith and Fulham are currently undergoing gentrification. (Hristova, D., Williams, M. J., Musolesi, M., Patzarasa P. & Mascolo, C. 2016, cited 4.5.2017.) For example the Hackney area is nowadays inhabited by well-qualified young demographics who are likely to work on high level occupations (LB Hackney Policy Team 2016, cited 4.5.2017). The author considers the areas mentioned above have potentially been visited or inhabited by the early adopters of craft beers when the trend was new. On the other hand, there is a high concentration of craft beer breweries in Bermondsey district (Curtis 2016, cited 4.5.2017). Visitors in these geographical areas of London could be targeted when acquiring new users for the Pint Please app. However the shift in craft beer trend from early adopters towards mainstream consumption should be taken into account and targeting should not be limited only to these geographical segments. Londoners as a target are also very diverse as they come from many different ethnic and linguistic backgrounds, which should be taken into consideration in marketing for Londoners.

To conclude the British craft beer drinker segment we can summarize that our target is looking for quality artisan product as the return for their money. They also like to discover and experiment and are open to try unusual beers. The consumers appreciate the local aspect of their product and natural ingredients, corresponding to the more health conscious trends. They are interested in how their consumed products are made and are likely to check nutrition labels. The consumers

are also likely to use critical thinking when making consumption decisions. They are not necessarily the early adopters of craft beer but increasingly often the early and late majority.

TABLE 2. *Pint Please's UK Segment*

| KEY MEASURES | UK Segment |
|--|--|
| Size | 13 million in 2013 |
| Growth rate | Growing |
| Proportion of the market % | 25% of British adults in 2013 |
| CONSUMER BEHAVIOUR | |
| Main consumer needs | Find product information, discover and enjoy taste, more quality for money |
| Usage level | At least once a week in 2013 |
| Level of brand loyalty | n/a |
| Price sensitivity (1=extremely price sensitive 5=not price sensitive at all) | Price sensitive (2) |
| Product involvement levels | n/a |
| Retailer preferences | Pubs, restaurants and supermarkets |
| DESCRIPTION | |
| Geographic spread | UK, urban area, London |
| Demographic description | 25-34 years old, men, university degree |
| Psychographic description | Social, health conscious, adventurous, open-minded |
| COMPETITION/COMMUNICATION | |
| Main competitive offering | Untappd, websites, online stores |
| Main media choices | Social media channels (mobile), other medias |

Online Time of Pint Please UK Facebook Page Followers

According to the data in Facebook Insights, the Pint Please UK Facebook page followers are most likely to be online checking their Facebook every day between 10 am (8 am London time) until midnight (10 pm London time). In particular Pint Please followers spend time on Facebook between 8 pm and 11 pm (6 pm and 9 pm London time) and before 10 am (8 am London time) followers are more likely to be offline. (Facebook Insights 2016, cited 1.12.2016.)

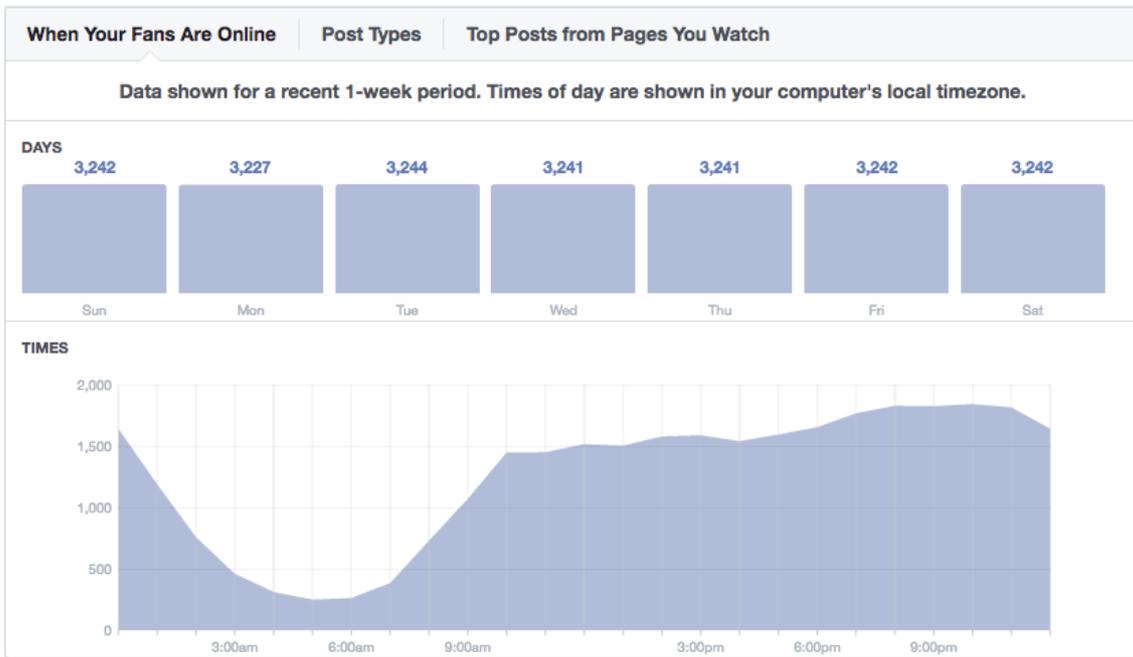


FIGURE 3. Hourly distribution of most common online times for Pint Please UK Facebook page followers (Facebook Insights 2016, cited 1.12.2016)

3 MARKETING STRATEGY

Marketing strategy is the part of company's marketing plan that defines the exact numerical objectives marketing should reach, target markets, brand positioning, product, pricing, distribution and marketing communications strategies as well as a summarized action plan for marketing activities and description of how marketing research will support marketing in the company (Kotler et al 2012, 852). A marketing communications strategy is a part of marketing strategy that focuses to describe how the company will communicate to target audiences and channel members (Kotler et al. 2012, 852).

The formulation of marketing planning follows SOSTAC –framework (*FIGURE 4*), which stands for Situation, Objectives, Strategy, Tactics, Action and Control. Situational analysis explains the current situation of the company in terms of strengths, weaknesses, opportunities and threats and provides information on the micro- and macro-environmental issues to support the strategic decision-making. Then clear, numerical objectives are set based on company's vision. The objectives should be S.M.A.R.T which means they need to be specific, measurable, actionable, relevant and time-related (Chaffey & Ellis-Chadwick 2012, 214). A strategy is drawn to explain how to reach the set objectives after which the tactical communication tools to support the strategy are selected. Action plans are then created to decide who in the company does what and when. In the control –section, specific measures and key performance indicators are chosen to help evaluate whether the set objectives are reached and to quantify the success of marketing. It is important to remember that strategic planning is a constant process, which means that corrective actions need to be taken based on results achieved and strategies need to be reviewed and adjusted according to changes on the market environment and company resources. The SOSTAC –process is also followed when formulating marketing strategies for any digital channels, with the difference that channel-specific circumstances are dealt in more detail. (Chaffey & Ellis-Chadwick 2012, 199.)



FIGURE 4. SOSTAC –framework for formulation of marketing strategies (Chaffey & Ellis-Chadwick 2012, 199.)

Pint Please’s marketing communications aims to achieve strong visibility in social media and to build image of Pint Please as a craft beer expert. They will also co-operate with influencers, pubs and breweries to achieve a broader visibility in the eyes of their target beer consumers. In social media their main focus will be in building a strong visibility in Facebook, Twitter and Instagram. The content in these channels will be both self-created as well as content produced by third party bloggers, breweries and pubs. Co-operation with influencers such as bloggers, beer clubs and famous Instagram influencers will help build broad awareness at low cost. A new co-operation agreement with a major Finnish brewing company Olvi will bring a significant amount of visibility for Pint Please as in spring 2017 Olvi will start to place Pint Please logos on their beer cans with a call-to-action statement to rate the beer with Pint Please app. The next goal for Pint Please is to make similar co-operation agreements with major players on the UK market. Pint Please will also use paid advertising in Facebook and other platforms to help increasing awareness and the amount of users for their app. The company will also develop further the sharing function of the application to facilitate word of mouth not only offline but also through the app. (Karppinen, e-mail 8.12.2016.)

3.1 Marketing Objectives

Businesses set S.M.A.R.T objectives to ensure that everybody in the company knows what they are working towards. S.M.A.R.T objectives are specific, measurable, actionable, relevant and time-related and they allow assessing performance of strategies and business processes. (Chaffey & Ellis-Chadwick 2012, 214).

SMART objectives:

- Specific – a detailed, real-world problem to improve and measure
- Measurable – quantitative or qualitative value that can be measured with a certain metric
- Actionable – the information needs to be helpful to improve performance in the company
- Relevant – the information needs to be applicable to solve a specific marketing problem
- Time-related – pre-defined time-period within which to reach or assess the objective

In order to know how efficient company's marketing strategy is, its results should be measured using appropriate key performance indicators (KPIs). The selection of appropriate KPIs depends on what goals are set for marketing strategy. Based on collected data corrective actions are taken to improve marketing in the company. Quantifying results helps to justify the effectiveness of digital marketing and its contribution to business objectives, marketing objectives and marketing communication objectives (Chaffey & Ellis-Chadwick 2012, 561).

When measuring the effectiveness and efficiency of digital marketing, a broad amount of data is available. It is not efficient for the company to measure it all but metrics to observe are selected in accordance with set goals. Multinational organizations are likely to have different type and level of goals than small start-up companies and therefore also the metrics to observe and the number of them vary significantly. Monitoring marketing performance – even in digital channels where the data is formulated by digital tools and softwares instead of traditional research -- requires time, dedication and resources. Therefore it is important to carefully select the right metrics suitable for each business and their available resources for monitoring any marketing strategies or programs.

To ensure efficient marketing measurement process in digital channels, Chaffey & Ellis-Chadwick (2012) suggest to follow a performance measurement process presented in *FIGURE 5*. At first stage the aims of the measurement system are defined based on set goals for digital marketing strategy. For example, if the goal of digital marketing is to increase website traffic by certain

percent, the goal for Facebook advertisement would be to reach a certain number of users who click the advertisement or link and are directed to company website. At second stage the data will be collected to see how many Facebook users actually clicked on the advertisement or link. The data is then analyzed at stage three in order to understand why users clicked or did not click the advertisement or link and what should be done to improve the results. Based on these findings and solutions corrective actions will be taken at stage four. In practice this could mean for example improving the advertisement design, content or copy. (Chaffey & Ellis-Chadwick 2012, 560-561.)



FIGURE 5. Performance measurement process (Chaffey & Ellis-Chadwick 2012, 561)

Traditionally the contribution of each marketing channel to sales or leads have been evaluated separately and marketing budgets allocated to most profitable channels. In today's digital world where customer journey goes through many different channels, online and offline, each of them impacting in buying intention, measuring the contribution of individual channels to sales and allocation of marketing budgets accordingly, is a complex process. (Chaffey & Ellis-Chadwick 2012, 565.) It is difficult to make direct conclusions on how a certain marketing channel, such as a social media channel, has contributed to sales when there are many different channels and campaigns running simultaneously. However by digital tools that collect data and track consumers journey before purchase it is becoming easier for marketers to attribute credit for each channel more objectively.

3.2 Segmentation, Targeting and Positioning

Companies should focus on pre-defined target market segment(s) in order to efficiently use their marketing resources and to sell their products more profitably. Especially on the era of Web 2.0 consumers are learning to filter out irrelevant messages and therefore it is essential for marketers to provide content that is relevant to catch the consumer's attention.

Focusing on a clear target market allows companies to develop and apply deeper understanding on their consumers' needs and wants and thus develop marketing accordingly. It is easier to reach and communicate with consumers when companies know what drives their motivations, how do they behave, through what channels they can be reached and what kind of messages they are responsive to. Knowing target consumers helps the company to say the right thing to the right person at right time and to position and differentiate itself from competitors' offering.

3.2.1 Segmentation & Targeting

Market segmentation is the first step of the STP –process (*FIGURE 6*). STP stands for segmentation, targeting and positioning, which are important steps in creating effective marketing strategies.



FIGURE 6. The Segmentation, targeting and positioning (STP) –process.

A market segment consists of a group of customers who share similar set of needs and wants. (Kotler et al. 2012, 334). Companies identify these segments from the mass market and evaluate which ones they can serve effectively (Kotler et al. 2012, 333). Company's target market is "the part of the qualified available market the company decides to pursue" (Kotler et al. 2012, 869).

Segmentation can be done using different approaches, for example by cluster segmentation or using a segmentation tree approach. Cluster segmentation uses research data about the overall market and draws statistical groups that are called clusters. This approach requires that the company has access to a pre-existing consumer data or conducts a market research by itself.

The drawback of this approach is that it is time consuming and although being viable, the data may not include psychographic characteristics of the consumer segment. (Market Segmentation Study Guide 2016, cited 11.11.2016.)

A segmentation tree (FIGURE 7) is relatively easy to construct and can be done with or without consumer data. The segmentation tree starts from a well-defined overall market, which forms the tree trunk and then splits into smaller branches based on segmentation bases. The result is a “tree” where segments are visible in a logical order. In case the company later wants to expand on new market segments, the related branch on the tree is a good option. (Market Segmentation Study Guide 2016, cited 11.11.2016.)

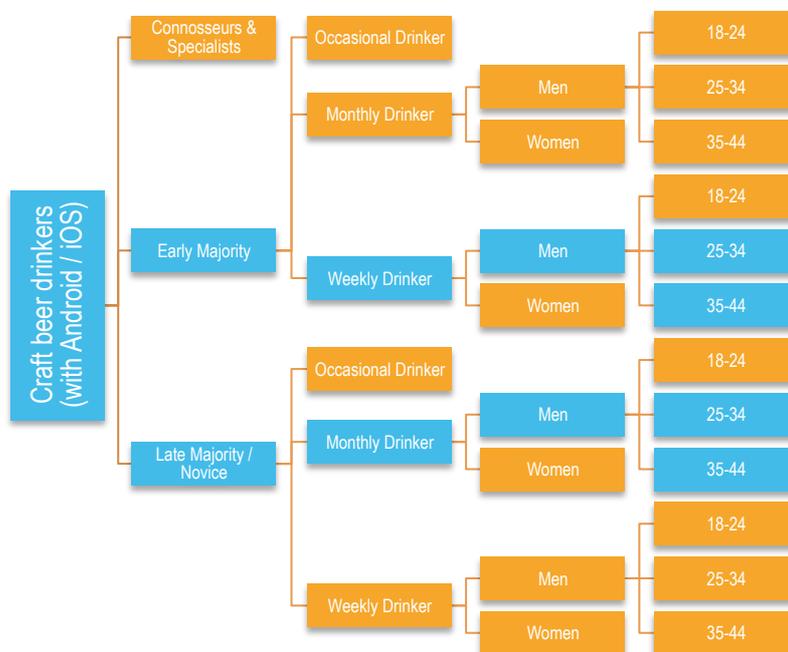


FIGURE 7. Segmentation tree in the case of Pint Please

The management team of the company may also use their own experience and expertise of the marketplace when constructing market segments. This is a fast and cost-effective way and is widely used in start-up companies when creating new products that often originate from entrepreneurs' own needs and experiences. The drawbacks of this approach are that the segments may not be viable, have high risk for bias or are constructed in too generic approach that may lack insight and competitive uniqueness. (Market Segmentation Study Guide 2016, cited 11.11.2016.)

Pint Please has used their own knowledge and experiences when constructing their market segments. The company states that they knew that beer was traditionally drunk by men and that craft beer drinkers were mainly under the age of 45. They used their own experiences to define their ideal target market segment and were convinced of their choice later when studying the current user profiles of their application. (Karppinen & Tapaninen, interview 4.11.2016.)

Commonly used bases for segmenting consumer markets involve four main categories: Geographic, demographic, psychographic and behavioural characteristics of the consumer. These characteristics examine whether customer segments have different needs, knowledge of, attitudes towards, use of or different response to a product. (Kotler et al. 2012, 341-351.) Dividing the market based on characteristics in one or more of these bases helps the company to identify statistically distinct groups that share similar needs and benefits sought in solving a particular consumption problem.

Segmentation bases might include variables for example on following consumer characteristics:

TABLE 3. Segmentation bases (Kotler et al. 342-353)

| | |
|---------------|---|
| Geographic | Country, region, city, climate or postal code where the consumer lives. |
| Demographic | Age, gender, education, generation or marital status of the consumer. |
| Psychographic | Lifestyle, values, social class, personality or opinions of the consumer as well as needs and benefits sought in the product. |
| Behavioral | Consumer's purchasing behaviour such as occasion, usage rate, loyalty and brand knowledge. |

Consumers in one segment base, such as geographic segment, may vary plenty when observed in other segment bases. Therefore it is recommended to use a combination of segmentation measures, hybrid segmentation, to determinate a stronger market segment.

However segments should not be defined too narrowly since the targeted segment should be useful for the company to focus on. To evaluate the segment viability it should be remembered that the segment should be *measurable* in terms of its size, purchasing power and characteristics, large enough to be *profitable* for the company and *accessible* to be reached and served through available channels. Consumers within the same segment should also *respond similarly* to marketing efforts and marketing programs should be able to attract and serve the segment, in other words the segment should be *actionable*. (Kotler et al. 2012, 357). The target market to be selected should be also in line with the corporate strategy of the company.

5 Key Segmentation Criteria

- Measurable: Can you measure the size, purchasing power and characteristics of the segment?
- Substantial: Is the segment large enough to ensure constant revenue inflow and profitability of your company?
- Accessible: Through what channels can the segment be reached?
- Differentiable: Is the segment homogeneous in its response to marketing efforts?
- Actionable: Can your marketing efforts affect the segments behaviour and attitudes?

Kotler et al. explain the needs-based segmentation process in their book Marketing Management (2012). The process starts by grouping customers into segments based on similar needs and benefits sought from the product. The next phase is to identify demographic, lifestyles and usage behaviours that make each of the needs-based segments distinctive and identifiable. When segments are clearly identified, companies should evaluate which of the segments are most attractive in terms of market growth, competitive intensity and market access. They should also evaluate the profitability of the segment. Using the five segmentation criteria (above) to evaluate the segment attractiveness is advisable. Kotler et al. continue the process by creating a value proposition and product-price positioning for each of the segments based on their unique needs and characteristics. After this they advise to create a 'segment storyboard' to test if the positioning strategy of each segment is attractive and finally to expand the segment strategy to cover product, price, place and promotion aspects. (Kotler et al. 2012, 356.)



FIGURE 8. Steps in the needs-based segmentation process (Kotler et al. 2012, 356)

By constructing segment profiles out of each identified segment, companies are able to evaluate the segment attractiveness in terms of size and growth and understand better the needs the company will need to satisfy within each segment. The information in segment profiles will help in selecting target markets, design appealing communication messages and develop products that will satisfy consumers in the targeted markets. (Market Segmentation Study Guide 2016, cited 15.11.2016.)

Some consumers are more open to try new products than others. E.M. Rogers presented the adoption of new consumer trends and technologies in 1983 as Diffusion of Innovation Curve (FIGURE 9). Instead of marketing for masses, new product marketers now aim at tailoring their marketing to convince the early adopters who are opinion leaders, less price sensitive and willing to adopt new products that give them personalized solutions, good service support and competitive advantage. (Kotler et al 2012, 568.) The Diffusion of Innovation Curve can be used to observe the adoption of craft beer consumption on different markets. In 2013 it was estimated that 25% of British adults had consumed a craft beer within the last six months and that the craft beer trend was on its way from early adopters towards mainstream consumption (Mintel 2013, cited 14.11.2016). It is important for Pint Please to be aware of the adoption stage of craft beer in UK and in their target segment in order to approach right consumers with relevant marketing messages.



FIGURE 9. Diffusion of Innovation Curve. (Spreading Science 2017, cited 15.5.2017)

3.2.2 Brand Positioning

A brand is “a name, term, sign, symbol or design, or some combination of these elements, intended to identify the products and services of one company and to differentiate them from those of competitors” (Kotler et al. 2012, 454). For consumers brands serve to facilitate decision making in purchasing situation, help identifying who made the product and give a promise of consistency and a signal of quality (Kotler et al. 2012, 428). Successful brands are based on consumers’ perceptions of unique added value that match their needs most closely (Kotler et al. 2012, 425). This added value is increasingly often intangible rather than functional and tend to link with emotions. Brands become true in consumers’ minds; unless consumers agree with the brand it does not exist in the form marketers intended. A successful brand building starts with brand positioning which aims at occupying a distinctive place in target consumers’ minds. (Kotler et al. 2012, 361.)

Company’s aim to position its products in consumer’s minds leads to brand identity creation (Kotler et al. 2012, 426). Brand image is the consumer’s point of view of this aim. It consists of the consumers’ perceptions and believes about the brand and is reflected to the associations held in consumers’ memory. (Kotler et al. 2012, 861). In order to match brand image with intended brand identity, marketers need to communicate according to the brand identity in all marketing mix variables. In addition brand identity should be diffused through the whole company from customer service and company culture to business cards and annual reports. (Kotler et al. 2012, 426).

Brand elements are logos, package designs, brand names, symbols or other trademarkable components that facilitate recognizing and recalling the brand under different conditions. (Kotler et al. 2012, 454, 861.) Brand elements therefore have their impact in brand awareness.

Marketing should be consistent with the brand associations that the company wants their consumers to agree with in order to strengthen the brand and lead it to right direction. Consumer brand images eventually evolve in marketing funnel where experiences about the brand and product ideally lead to a repeat purchases and recommendations to others. Therefore it is important to assure that the consumer will consistently associate the same indented brand associations with the product in all touch points of the marketing funnel.

Compared to the buying process of traditional items such as physical goods, the time it takes for consumer to make a “purchase decision” to download a mobile application is relatively short (*FIGURE 10*). The challenge for marketers is in creating awareness and making the app discoverable from more than 1.5 million other applications available. (Carrion 2016, cited 4.5.2017.)

Mobile App Marketing Funnel

(or how we attract and retain customers)

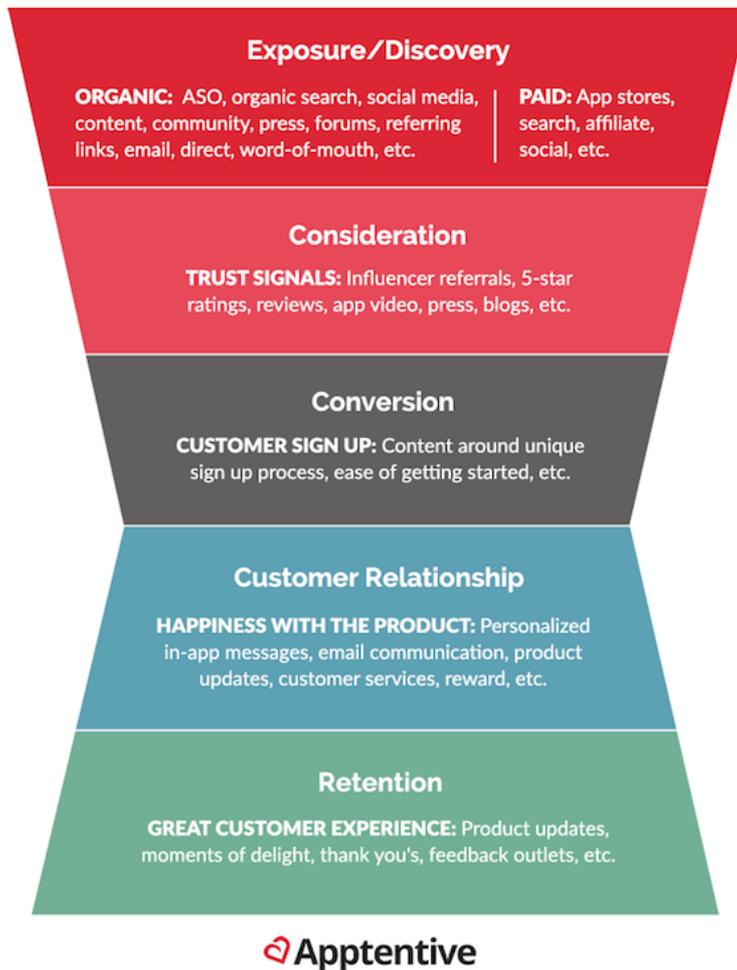


FIGURE 10. Mobile App Marketing Funnel (Carrion 2016, cited 4.5.2017)

Creating Brand Equity

Kevin Lane Keller's Customer Based Brand Equity –model (later CBBE –model) assists marketers in the brand creation process. It consists of four steps, each of them being dependent on the successful foundation of previous steps and each having specific objectives with customers (FIGURE 11). The CBBE -model is applied when planning, implementing and interpreting brand strategies. (Keller 2001.)

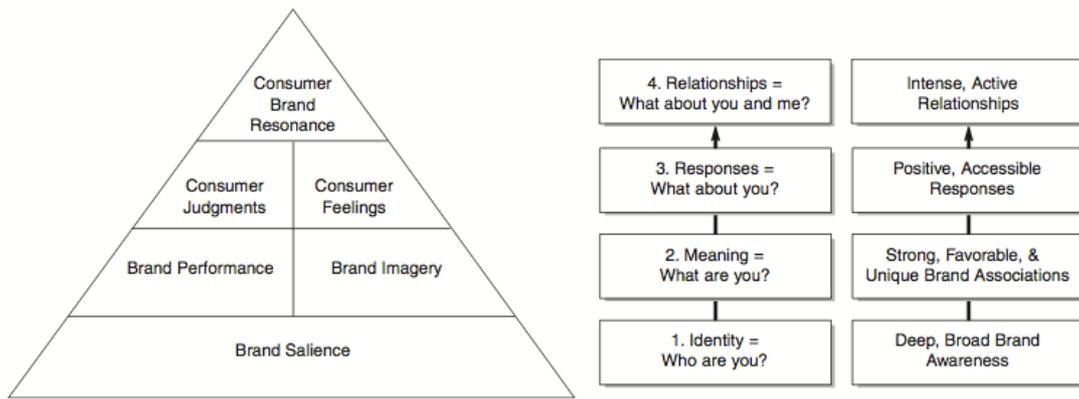


FIGURE 11. CBBE –model to assist in brand building. (Keller 2001.)

The founding step of the CBBE -model aims at brand identification and right associations consumers have about the brand regarding a product class or consumer’s need. The goal of this step is to generate deep and broad brand awareness among potential consumers. (Keller 2001.)

The second step aims at establishing a specific meaning of the brand in consumer’s mind and generate strong, favorable and unique brand associations. In the second step it should be carefully and strategically considered what are the tangible functions as well as intangible imaginary associations consumers should have about the brand. (Keller 2001.) In this point marketers define the points-of-parity (POPs) and points-of-difference (PODs) the brand has as reflected to competition. Points-of-differences are unique associations that make the brand positively stand out from competition in consumer’s opinion. The points-of-parity are associations the brand may share with other brands on the market, such as category associations or competitive associations about the points-of-differences of another brand. (Kotler et al. 2012, 363.)

On the third step the objective is to obtain positive responses to the brand identity and meaning from the target consumer. Marketing activities play a key role in communicating the points-of-differences and points-of-parities as well as brand identity established in previous phases. The response to the information consumer has received about the brand leads to thoughts and feelings, which are represented in the model as consumer judgments and feelings. Judgments are consumer’s opinions and evaluations particularly about the brand performance, such as quality, overall credibility of the brand with the organization behind it, brand consideration for plausible purchase and brand superiority to other brands. Consumer feelings are more emotional

reactions related to the brand image, such as warmth or soothing effect the brand causes in consumer, the fun, excitement and feeling of security, increased social approval and enhanced self-respect the brand makes the consumer feel. (Keller 2001.)

The final step, consumer brand resonance, can be only reached when the three previous steps are founded properly. In the resonance-phase brand responses are converted to create consumer loyalty and intense, active relationships with the consumer. The nature of the relationship with the consumer and the brand can be measured in behavioral activity, such as the amount of repeat purchases and volume. It also displays as strong personal attachment to the brand, sense of community and active engagement to the brand even to the point when they become evangelists of the brand and by recommending it to others generate positive word-of-mouth. (Keller 2001.)

Pint Please brand in Customer Based Brand Equity –model

In the following *FIGURE 12* Pint Please brand is introduced using the CBBE model. In the first step Pint Please identity is introduced with associations to certain product categories and needs it serves. In the second phase points-of-differences (PODs) and points-of-parity (POPs) to competitors are explained both in terms of performance and imaginary associations. The third phase in our case explains the desired reactions to the brand and the final step defines the goals of our brand strategy.

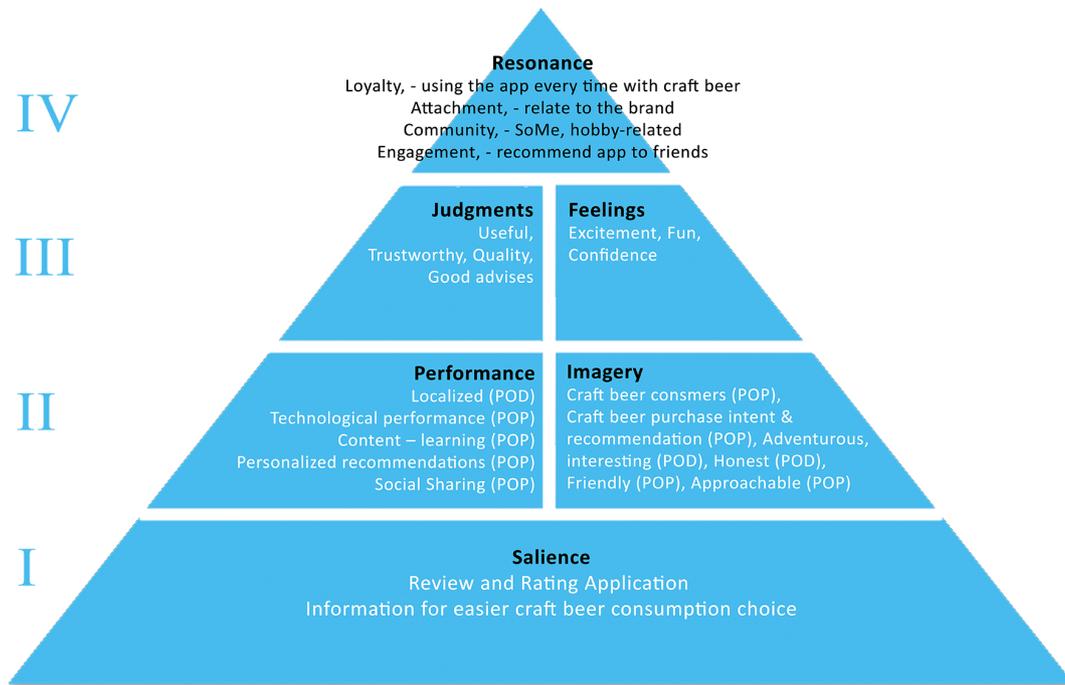


FIGURE 12. *Pint Please brand presented in the CBBE –model.*

The founding step should make sure that potential consumers hear about the Pint Please app and understand it as a review and rating application and connect it to a craft beer consumption situation. Pint Please should be understood as a localized, social, easy to use application that provides the user information and recommendations on craft beer brands and teaches the user more about craft beers by providing interesting content. It should be seen as an approachable and sincere brand used by trendy and active people who like to discover the world of craft beer tastes. If Pint Please was a person, he could be described as a genuine friend who has travelled the world and has plenty of stories to share for the entertainment of like-minded people. As a consequence the consumers should consider Pint Please as a source of useful and trustworthy craft beer information and be excited to explore new beer products.

The ideal results will show consumer loyalty in terms of adopting a habit of using Pint Please application every time they drink craft beer, relate to the brand that shares same values and life style as the consumer, they want to join Pint Please community in Facebook and other social medias to stay up to date about relevant news and discussions and recommend the Pint Please app to others.

3.3 Marketing in Digital Channels

Modern media channels are divided to three main types: Owned media, paid media and earned media (FIGURE 13). Owned media channels are those owned and controlled by the company, such as company websites, company's Facebook page, company's blogs and printed brochures. Paid media is media bought by the company in order to attract visitors, reach or conversions such as display ads, SEO, affiliate marketing, social media ads and TV advertisement. Earned media refers to publicity generated through word of mouth and influencer marketing such as bloggers, publishers and customer advocates who share information online. (Chaffey & Ellis-Chadwick 2012, 11.) Where owned and paid media are easily controlled by the company, is earned media mainly in the hands of third parties. Earned media coverage however can be a very powerful method to impact on customer acquisition, as being out of company's control, earned media types can be perceived more authentic than paid or company-owned media types that have traditionally offered polished versions of businesses and product information.

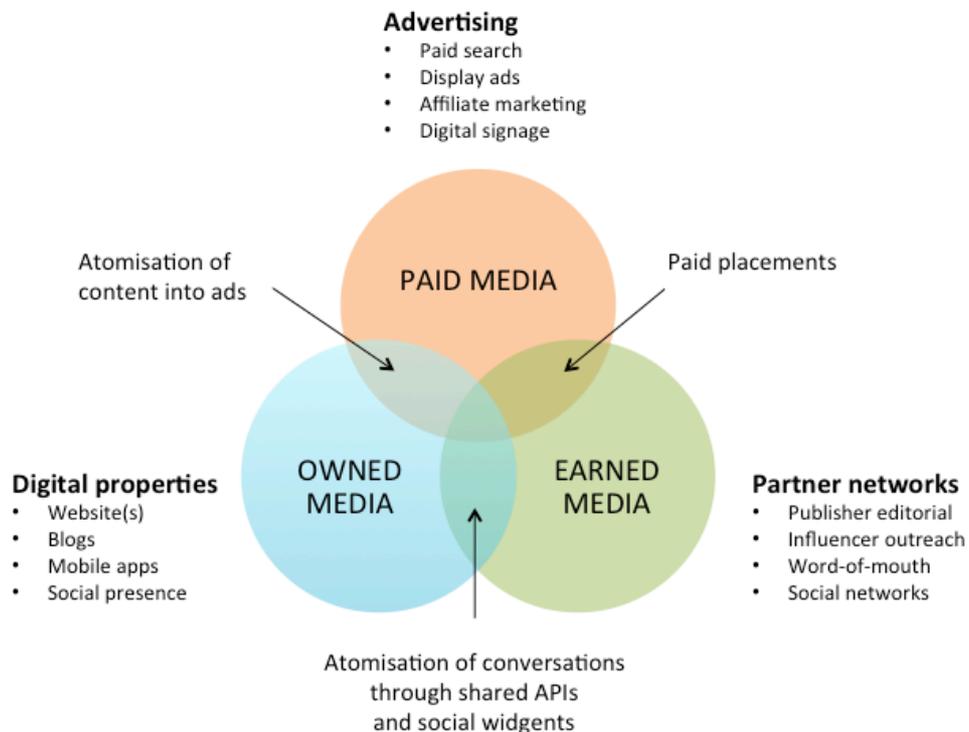


FIGURE 13. Key online media types (Chaffey & Ellis-Chadwick 2012, 11)

Digital marketing is "achieving marketing objectives through applying digital technologies and media" (Chaffey & Ellis-Chadwick 2012, 10). It therefore has the same fundamental goals as traditional marketing. Digital marketing strategy is a marketing strategy specifically for digital channels. It is constructed based on information about the business, competition, customers, marketing goals and measures of progress (Ryan & Jones 2009, 23 - 24). Digital marketing needs to be integrated with other marketing channels in order to support consistent overall marketing of the company. It should therefore be aligned with the business strategy of the company having clear objectives for business and brand development, the online contribution of leads and sales, be aligned with the customer type in selected channels, define a value proposition that is communicated to customers, define the mix of communication tools used both online and offline, support the customer journey in the multichannel buying process and manage the customer lifecycle online. (Chaffey & Ellis-Chadwick 2012, 14.)

There is not a 'one size fits all' – digital marketing strategy but each company will need to make one according to their own circumstances. (Ryan & Jones 2009, 22). Digital marketing strategy helps companies to optimize the business opportunity; it helps in making decisions about entering the digital marketing field and focusing on the elements that are most relevant to the business (Ryan & Jones 2009, 19).

The following infographic (*FIGURE 14*) summarizes the specific issues to consider in digital marketing in different phases of buyer's journey using RACE – Reach, Act, Convert and Engage – framework. In each stage of the marketing process the main focus is in different objectives that each when reached will allow to take the next step with the next goal. For example in the first stage the goal is to identify the prospects and to map how to *reach* them. It requires choosing the right communication channels and building awareness of the brand or product using e.g. paid advertisements or referrals by satisfied customers in social media platforms to pull people to business's content platform. The second phase is to *interact* with the prospects and to offer them valuable content that differs from other brands on the market and makes people to return to the platform. In practice this means offering content that prospects are interested in reading and viewing and that demonstrates the value of the product. The purpose at the third stage is to *convert* the prospects into fans, leads, app installs or paying customers by making it easy to buy, install, subscribe or leave contact information online. In the case of Pint Please the easy discoverability of the app and e.g. fluent, easily triggered re-direction from Facebook to the app installation page plays a key role. The third stage is the stage where the customer buys or installs

the product for the first time to try it and finds out if it is worth his time and money. It is important to notice that in addition to marketing effort that ensures fluent online shopping or install experience, this stage in particular requires collaboration from all departments of the company in order to ensure customer satisfaction with the product. Only after this stage is managed properly and the customer is completely satisfied, marketers are able to move to the fourth stage and *engage* with existing satisfied customers to repeat purchase, frequent use of the product and loyalty by keeping them interested in the brand. In practice e.g. providing interesting content and other benefits in Facebook will help engaging customers more, keep the app on top of their minds and build awareness and trigger referrals that serve as social proof to reach new prospects. (Chaffey 2016, cited 16.5.2017.)

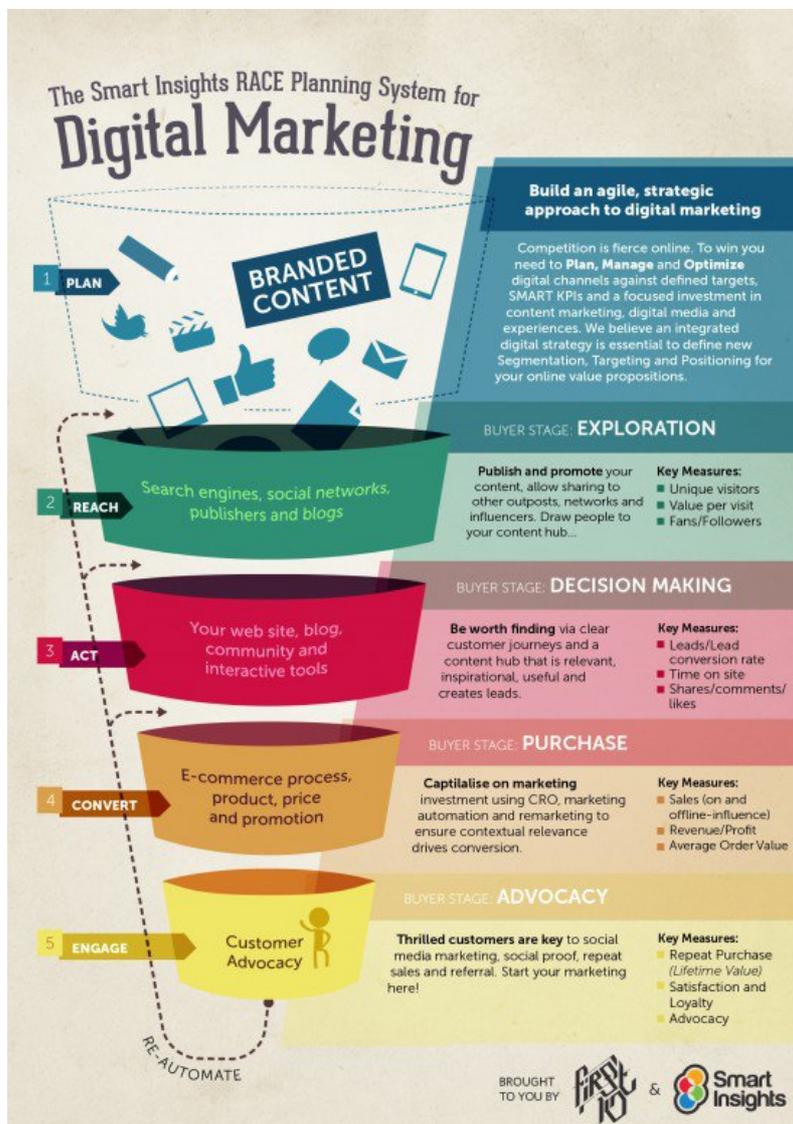


FIGURE 14. RACE framework for digital marketing planning. (Smart Insights 2016, cited 20.5.2017)

3.4 Content Marketing in Social Media

Social media is "the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction" (Ryan & Jones 2009, 152). Social media is a natural modern technology extension for people to interact and communicate with each other and therefore its core concept is nothing new to human society. Social media forms involve not only social networking sites like Facebook but also forums and discussion sites, media sharing sites, reviews and rating sites, blogs, podcasts, wikis, submission sites, social bookmarking and others yet to be seen. (Ryan & Jones 2009, 157 – 168.) What is important to remember is that social media is about two-way communication, lead by consumers who participate the conversation with or without your business being present. The benefits businesses can draw from participating in social media are feedback for product development, insights and deeper engagement with customers. Effective social media marketing is not so much about product promotion but rather about putting consumers first – by listening them and their interests and providing useful information, advice and content for their benefit. (Ryan & Jones 2009, 154 – 155.)

Marketing in social media often uses a "pull strategy" rather than a "push strategy". Where more traditionally used push-strategy takes an approach where a message is delivered from the company to consumers using traditional media, such as television advertising, pull-strategy sees consumers as active information seekers who initiate the conversation with the company by searching internet and reaching for the company. (Chaffey & Ellis-Chadwick 2012, 35-36.) John, Mochon, Emrich & Schwartz (2017) however suggest that a combination of both pull- and push-strategies is more effective than a pull-strategy alone (Leslie K. John, Daniel Mochon, Oliver Emrich & Janet Schwartz 2017, cited 8.2.2017).

Drawing appropriate plans before diving into social media helps companies to be prepared when participating in social media channels. Also social media presence evolves with time and the direction is reviewed according to new information obtained. Your customers, your business and your brand all affect on how to build your social media presence.

Deciding which social media channels to use depends on which social media channels are your customers using (*FIGURE 15*). Being present in all social media networking sites is waist of resources; focusing on those that are most effective for the target audience allows the company

to use their resources efficiently, improve the quality of marketing efforts and thus adopt higher return on marketing investment. Before deciding on the social media channels, companies need to define the goals they want to achieve with social media marketing. Is the objective to gain new customers by online word of mouth recommendations? Is the objective to improve the brand image by influencing online conversations about the brand? Or is it to engage existing customers and to improve customer retention or to offer customer service and information on new products and promotions? When the goal is defined, a strategy describing how to achieve the goal will be developed and eventually the decision on which social media platforms to use will be made. (Chaffey & Ellis-Chadwick 2012, 535-536.)

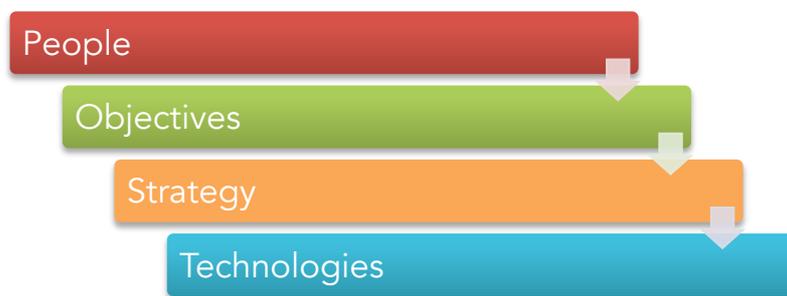


FIGURE 15. POST framework for social media strategy formulation (Chaffey & Ellis-Chadwick 2012, 536)

According to Carrion (2016), people discover applications most likely in app stores, by word of mouth or general web browsing (Carrion 2016, cited 4.5.2017.) As we can see in FIGURE 16 below, social networks play a much more minor role in app exposure. Taking this into account, it is important for mobile application companies to put emphasis on optimizing its app discoverability in app stores in order to generate app installs. Accordingly, the expected proportion of app installs gained through social media channels is considerably smaller.

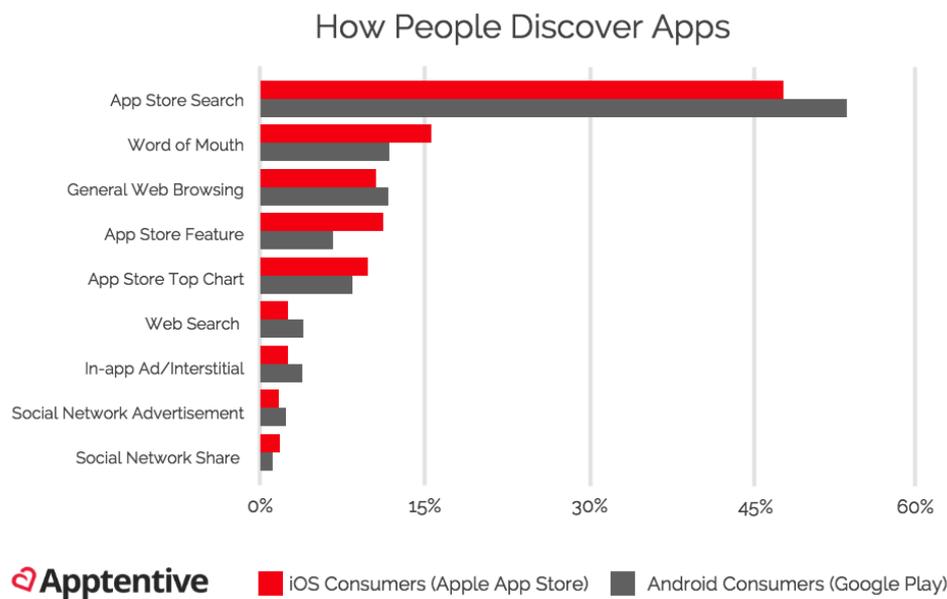


FIGURE 16. How people discover apps (Carrion 2016, cited 4.5.2017)

People go to social media to interact and exchange content with each other. They are not interested in promotional messages or advertising but rather want interesting content that is relevant for them. (Ryan & Jones 2009, 169.) Engaging content is what the target consumer considers engaging and interesting and therefore there is not a certain type of content that works for all businesses and consumers.

In order to provide engaging content for your consumers it is important to know them well – who they are, what they like to do and what online channels they use. It is also important to know your business and its resources; what kind of content are you able to provide for your consumers in an honest, open and authentic way? The content should be relevant, interesting and entertaining for the consumers in your chosen online channel in order to benefit them as an exchange of the time they spend engaging with it. Promotive messages about your products does not fill this requirement and will consequently be considered as spam, which consumers have learned to ignore and even to block from their devices. Your content should be well suited to the selected channel, following its community rules, guidelines and nuances typical to that channel. You will also need to know what you want to achieve with your content, measure your success and improve it according to received feedback. It goes without saying that companies should always be polite and respectful to others in online communications as your company image requires it, and respond to valuable feedback constructively. (Ryan & Jones 2009, 169 – 171.) Comments, profile updates, e-mails and photos once posted online can be found and shared years after.

When planning what kind of content to offer for your audience, it is beneficial to keep in mind the initial reason for content marketing. Why content marketing will be used in the company, who content will be created for and how your content can help the target in a way that no other available content does? (Content Marketing Institute 2017, cited 2.5.2017)

Content marketing strategy includes following descriptions:

- The reasons for creating content, visions of succeed content marketing and what risks may be involved.
- Goals of the content program, unique value the content will provide and potential obstacle and opportunities involved in execution.
- Description of the audiences or brand personas who you will create content for, their needs, what their content engagement cycle is likely to look like and the type of content you can deliver to audiences in different touch points of their buyer journey.
- Messages and ideas the brand in question will communicate in the content and how they are different from those of competitors.
- What channels will the brand use to communicate the content, what objectives, processes and criteria each channel has and how to integrate them for a consistent brand presence.

(Content Marketing Institute 2017, cited 2.5.2017)

Content plan describes the tactics that will be used to execute content marketing strategy. It includes information on who in the company will be responsible for each task, what key topic areas will be covered, what content will be created, at what time, how to share content on different platforms and what call-to-actions to include. (Content Marketing Institute 2017, cited 2.5.2017)

4 FACEBOOK AS A MARKETING CHANNEL

Facebook was founded in 2004 by Mark Zuckerberg and was initially available only for the students of Harvard University. Later Facebook expanded for other university students and in 2006 allowed registration for anyone. The amount of active users has grown exponentially and today Facebook is clearly the most popular social networking site in the world with 1,871 million active users. In 2012 Facebook acquired Instagram and although they continue under separate brands, marketing in both channels is made possible through Facebook. (Constine & Cutler 2012, cited 3.5.2017.) People use Facebook to stay connected with their friends and family, share their content and thoughts and stay up to date on what is happening in the world. (Newsroom 2017, cited 13.4.2017)

Facebook marketing can be divided into 3 elements: Facebook pages are companies' *owned media* and Facebook ads serve as *paid media*. As a social network Facebook users also share and create content themselves, which serves as *earned media* for companies. It is important to remember that Facebook is a social network and thus companies use Facebook not only for advertisement but also for creating lasting relationships with their customers and engaging them constantly with valuable and interesting content. (Newberry 2016, cited 27.1.2017.)

4.1 Owned Facebook Media

Facebook Page is the profile page of a company. It is a place to share content with customers, engage with them and participate in conversations as a brand. All people following your Facebook page do not organically see everything you post on their news feed, because Facebook has changed their algorithm back in 2015 to improve the type of content their users are exposed to. This meant giving less exposure to promotional content and prioritizing content liked and shared by the friends of users. As a result, content that is not relevant to the users will have a restricted visibility no matter the number of people following your Facebook page. (Newberry 2016, cited 27.1.2017.)

Best way to optimize organic visibility is indeed by posting quality content that your followers want to see, are interested in and find relevant enough in order to like, spend time with, comment and

share with others. Posts that contain spammy call-to-action statements or have over exaggerated headlines will be considered as poor quality and their visibility will be limited. Instead posting timely topics, photos, videos and links and tagging other pages when relevant will improve the visibility of businesses' Facebook posts. Following the best practices for Facebook Pages that are available and updated constantly by the network itself helps businesses to create and share content that will optimize their organic reach. (Walters 2016, cited 27.1.2017)

Because of the amount of posts available on individuals' news feeds, Facebook organizes them according to relevance to the user showing the most relevant first. This ranking is based on who posted the post, when, what type of content is in the post and what interactions the post has got. As a result Facebook aims at showing the important life events of friends and family before posts by businesses and brands. Facebook encourages publishers to write compelling but sincere headlines, avoid overly promotional content, try different forms of content to find out what is most appealing post format for their business's audience and to use audience optimization tool to select the preferred audience for the post and restrict those who the company thinks is not going to be interested in the content. (Facebook For Developers 2017, cited 27.1.2017.)

When choosing a format for Facebook posts, it is good to remember that visual content is 40 per cent more likely to get shared on social media than other formats (Templeman 2017, cited 15.4.2017.) Organic engagement on Facebook is highest on posts that include a picture or a video (Mawhinney 2017, cited 14.4.2017). Pictures remain highly shared although there is a recent downturn trend in total number of picture shares (Rayson 2016, cited 15.4.2017). Videos instead reach 135% more people organically on Facebook than photos (Desreumaux 2016, cited 15.4.2017). Facebook plans to increase the reach of its video content in 2017 as a result of Facebook users' high engagement on videos. Preference is given to videos uploaded directly on Facebook instead of sharing them from other platforms. Live videos are watched 3 times longer than pre-recorded videos (Savage 2016, cited 15.4.2017). What should be paid attention to is the fact that 85% of videos are watched with volume off. The *FIGURE 17* below demonstrates the increasing trend of sharing videos on Facebook.

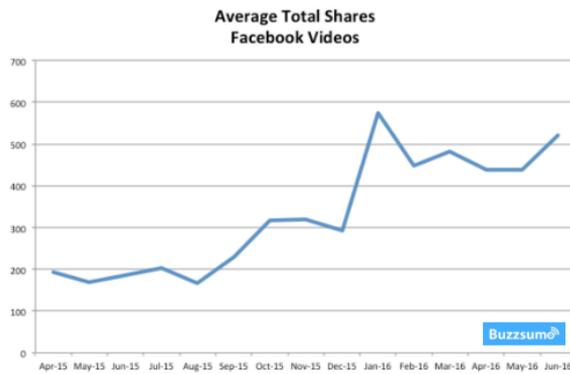


FIGURE 17. Video Sharing on Facebook (Rayson 2016, cited 15.4.2017)

Links are found to be engaging if the link leads to a long article outside of Facebook (Moeller 2017, cited 15.4.2017). However there is a falling trend in the average number of shares for posts that contain links (Rayson 2016, cited 15.4.2017). Asking questions is also an engaging format and draws likes more than other posts (Moeller 2017, cited 15.4.2017). When posting sole text, posts of less than 50 characters are more engaging than longer posts (Moeller 2017, cited 15.4.2017). Brand identity should be a key driver when choosing the language and tone of voice in communication.

4.2 Paid Facebook Media

Facebook Ads allow businesses to spread content on Facebook to specific targeted audience in exchange of a payment (Newberry 2016, cited 27.1.2017). The price for Facebook Ads varies according to the reach and the engagement the ad receives and they can be placed in target's news feed or right column of the page. The benefit of Facebook ads is that companies are able to reach very specifically defined audiences, measure efficiently the return on their ad investment and use data to improve ad targeting. Planning is the key in efficient Facebook advertising too. Before setting up a Facebook ad companies should define the purpose of the ad, the specific audience that will see the ad, choose the budget and consider carefully an appropriate design for the advertisement. The results can be monitored in Facebook's Ads Manager. (Torr 2015, cited 27.1.2017). Advertisements are a good method to increase brand awareness to new audiences, promote products, drive traffic to company's website and create leads.

Marketing Messages

Content strategy defines the nature and the form of marketing messages to be delivered in media channels. Marketing messages can be informational or emotional by nature and delivered from company to customers or customer to company and customers to other customers as user generated content or the message can travel in an entertainment vehicle as branded content. (Fill 2011, 376). When creating efficient marketing messages, the message source credibility and message appeal are factors to consider.

Message Source Credibility

Whether the message source is seen credible and thus improving the message effectiveness depends on how much expertise the source is perceived to have, what personal motives the source is thought to have for being involved in delivering the message and how trustworthy is the source believed to be. Credibility of the organization communicating the message and established strong brands allow companies to convey messages easier. Credibility can be also established by using third party endorsements and comments of satisfied users to improve trustworthiness of the message, or to use referrals, suggestions and associations. (Fill 376 – 377.)

Message Appeal

When companies know their target audience's perceptions and expectations, they are able to form promotional messages that appeal to the target. Messages are presented on a way that they either appeal to the rational of the consumer by presenting information or to the emotional senses of the consumer. Emotional appeal is used especially to differentiate the product from other similar products on the market. Informational appeals are used in situations that require high consumer involvement and when the amount of factual information to be transmitted is vast. (Fill 388.)

Messages using informational appeals may use pure factual information such as logically presented arguments on product features in order to convey consumers. The products may be also presented in a usage scenario the consumer can identify with, such as showing similar people solving an everyday problem with the product. This kind of slice-of-life advertising is

commonly used in particular by household brands and is found to be simple and successful technique. A similar technique to this is to use demonstration to show how the product works or solves a problem. Comparative advertising may be used to promote superior features of the brand by comparing the product benefits to those of competitors'. (Fill 388.)

Most commonly used emotional appeals in presenting messages are fear, humor, animation, sex, music and fantasy and surrealism. Fear is used to demonstrate either the negative aspects or physical dangers that could be prevented with the product or the social fear of being rejected by others if not using the product. Humor can be used when receivers are in positive moods and not willing to process advertising messages with high cognitive elaboration. It is however a challenging choice for message appeal in global markets as word-based humor can get lost in translation and without local references to provide clues while visual humor is universally more acceptable. Animation is used to make low interest products visually more interesting and to convey complex products to the viewer. Sex is mainly used for getting the attention of the viewer as it provides poor effectiveness for products that are not related to it. Music in advertisements can be used to create a mood or to send a branded message with a jingle, melody or tune. Fantasy and surrealism allows the advertiser to focus attention on the product by using associated images and symbols. (Fill 389-391.)

Advertisers can also present questions and visuals such as parody to consumers in order to challenge them with cognitive stimuli. When consumers respond positively to challenge, the advertiser can either provide an answer or leave questions open for the viewer to look for an answer. This increases viewers' involvement with the message. (Fill 391.)

4.3 Earned Facebook Media

In today's world of digitalized social interactions ordinary individuals also create content and share branded messages with each others. This type of user-generated content can be seen in forms of blog posts, shared pictures, videos etc. For example in Facebook people upload pictures and posts of themselves using a product or service, check in to locations and give reviews on services. Companies may encourage public to generate content by organizing a competition and offer a prize (CrowdSource), people may voluntarily offer material and ideas for specific organisations or industries (OpenSource) and people may exchange information and ideas

among themselves without directly communicating with the company (FriendSource). Marketers can take advantage of the user-generated content being shared by listening to consumers and observe how they perceive the brands, products and organizations they are discussing about. (Fill 382-384.)

Word of Mouth

Word of mouth occurs both online and offline when people have a reason to talk about products and services with each other. Consumers see recommendations from friends and family or other consumers as more reliable than company-originated information and positive word of mouth is therefore believed to increase purchase intent. Positive word of mouth can be facilitated and encouraged by exceeding customer satisfaction, employing transparent, two-way communication and by assuring that relevant influential individuals are satisfied and aware of the good qualities of the product. (Chaffey & Ellis-Chadwick 2012, 536 – 537.)

Viral marketing is a form of electronic word of mouth that increases the awareness of brands and promotions when people are discussing about them and transmitting information on exponential fashion. It occurs in two main forms; e-mail and social networking platforms. Viral effect is a cost-effective way to reach a large audience but there is no guarantee that the content will go viral. Online viral effect can be improved with offline media mentions and campaigns, such as advertisement in TV. (Chaffey & Ellis-Chadwick 2012, 538 – 539.)

4.4 Measuring Facebook Marketing Outcome

4.4.1 Facebook Insights

Facebook Insights is Facebook's own measurement tool that helps Facebook Page owners understand better who among their audiences is most engaged with the page. By monitoring the metrics Facebook Insights provides, businesses can improve their Facebook content and activity for better presence and more efficient marketing.

The Facebook Insights provides information on e.g. the following:

Likes

Likes section in Facebook tells how many people have liked the Facebook Page each day. Increasing the number of page likes helps build brand awareness (Facebook Business 2017a, cited 16.4.2017). However, only a small fraction of the people who like business pages will automatically see posts by those pages (Bernazzani 2017, cited 16.4.2017).

Reach

Post reach shows how many people the post was showed to. Likes, comments and shares help reach more people where as hide, report as spam and unlikes decrease the number of people you reach (Facebook Business 2017a, cited 16.4.2017).

Engagement Rate

The engagement rate is a percentual figure that tells how engaged people are towards your post. The engagement rate is calculated by dividing the total number of reacts, comments, clicks and shares by the amount of people reached and multiplied by 100. The engagement rate is one of the most important metrics in content marketing. (Facebook Business 2017a, cited 16.4.2017.)

Visits

The visits section will show the number of times your Facebook page and different tabs on your Facebook page were viewed. It will also show the number of times people came to your Facebook page from another website. (Facebook Business 2017a, cited 16.4.2017.)

Posts

In the posts section businesses get information about when their Facebook fans are most often online, which post type is most successful and how engaged people have been with posts published by other pages that you are watching (Facebook Business 2017a, cited 16.4.2017.)

Video

The video section shows which videos the company publishes and shares are most popular. It gives information on the number of times a video was viewed for more than three seconds, for more than 30 seconds and the videos that were viewed most.

(Facebook Business 2017a, cited 16.4.2017.)

People

The people tab gives Facebook page owners demographic information on the people who follow, are reached or engaged with your page, such as age, gender, location and language. This section helps companies to better tailor their message to fit a certain demographic group. (Facebook Business 2017a, cited 16.4.2017.)

4.4.2 Facebook Ads Manager

Facebook Ads work on auction basis. Out of all companies' advertisements Facebook selects to run the best ads based on ad performance and ad's maximum bid. This means that all advertisements compete against each other for the place on target consumer's news feed, and the ones that Facebook considers most likely to be successful will win the auction. Being successful requires being relevant to target consumer e.g. by offering products that the target consumer might need in different life cycle and offering enough money to win those other advertisers whose bid for the same target is less than yours. Last success factor depends on how likely the Facebook users that you are targeting are to contribute to your marketing objective you have chosen, such as to click the ad and visit a website. Facebook's idea behind the auction system is to keep Facebook's own users satisfied by showing only ads that could be useful for them, to keep advertisers satisfied by optimizing their return on investment and showing the ads to those users who are likely to interact with them, and to maximize Facebook's profit by accepting the best offers advertisers are willing to pay for showing their ads. (Facebook Business 2017b, cited 3.5.2017.)

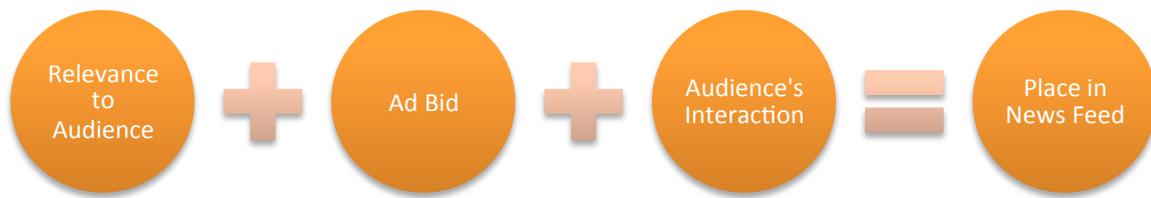


FIGURE 18. Facebook Ads Auction

Facebook's Ads Manager is the tool advertisers use to create and run Facebook ads, target them to right audiences, set budgets and follow ad's performance. The data Ads Manager shows for monitoring ad performance includes a variety of metrics such as ad reach, likes per post, clicks, website conversions, website purchases, cost per web conversion, mobile app installs, budgets spent, and ROI values such as cost per app install. (Facebook Business 2017c, cited 3.5.2017.) The data companies should monitor in Ads Manager depends on the set objectives of each ad campaign. In the case of Pint Please, Cost per App Install (CPI) reveals how efficient the paid ads are when the goal is to generate new application installs. The lower the CPI the more efficient the ad campaign is. Right targeting and appealing ad design improve the CPI value.

4.4.3 Facebook Analytics for Apps

Facebook Analytics is a tool that provides data for developers on how people are using websites, Android and iOS applications and messenger bots. It also enables developers to observe more deeply the user segments by providing information on user demographics, geographical locations, behaviour as well as interests in terms of pages they like on Facebook. (Facebook for Developers 2017a, cited 3.5.2017.)

In Facebook Analytics app developers see how often people use the app on what devices, how many app installs occur on daily basis etc. The user data includes all app users regardless if they use Facebook login with their application or not. (Facebook for Developers 2017b, cited 3.5.2017.) However most segment variables only include data of those people who are also Facebook users (Facebook for Developers 2017c, cited 3.5.2017).

Application installs is a number that describes how many times the application was installed in Apple App Store or Google Play Store and launched at least once after installation. Daily, weekly and monthly active users instead describe the number of people who have launched the application within the last month, week or day. (Facebook Analytics for Apps, cited 3.5.2017.) If a user does not launch the application in one month, Facebook Analytics will no longer consider him as an active user.

Referrals from Facebook to Your App shows the number of times people have clicked anywhere on Facebook and been then lead to the app installation site on Apple App Sotre or Google Play Store. It shows the traffic from Facebook to app installation site. Mobile Installs from Facebook Referrals shows the number of times people have clicked anywhere on Facebook, been lead to app installation site, installed the app on their phone and launced it at least once within the following month from installation. (Facebook Analytics for Apps, cited 3.5.2017.)

As mentioned earlier, there may be many different channels and campaigns that simultaneously influence on consumer's choice to buy products or install applications. The number of installs therefore may take impact from other online and offline channels as well but solely Facebook. Therefore it is challenging to measure the precise impact of Facebook marketing to the number of app installs.

5 FACEBOOK MARKETING STRATEGY FOR PINT PLEASE APP

In this chapter Facebook marketing strategy for Pint Please UK will be developed based on the information in literature review, consumer research and brand positioning efforts of the company. First the current Facebook marketing and its performance in Pint Please UK Facebook page will be observed further for better understanding of the current situation. Then objectives for Facebook marketing in UK will be drawn based on company's current and desired performance and metrics will be chosen to monitor performance development. Then strategic approach will be incorporated to Facebook marketing in UK to reach the objectives and tactic proposals will be given for more detailed description.

5.1 Current Performance

Pint Please has created separate Facebook pages for its audiences in Finland and UK, which enables them better tailor their messages for each audience. The company has also named one of their team members, the designer, responsible for the management of Pint Please social media channels and marketing materials. Recent funding has secured the availability of necessary financial resources for marketing activities and the company is willing to use a certain amount of money for profitable marketing actions. Taking into account however the limitation of resources, such as time and finances of this size of a company, all marketing actions should be executed as efficiently as possible to maximise the return on marketing investment. The company has not declared a budget for their social media activities at this point.

The company's current (February 2017) Facebook marketing for the UK market has points of development that should be considered when optimizing marketing resources. The first one of them and perhaps the most important factor is insufficient focus on pre-defined target audience. As we have learned in the literature review, focusing on a certain target market allows companies to optimize their marketing resources and Facebook as a tool offers great opportunity for businesses to target their consumers with its advertising targeting features. Pint Please initially gained most of its UK Facebook page followers with an ad campaign that proposed Facebook users to like their page if they liked beer (*FIGURE 19*). This was targeted to all people of 18 years or older who lived in UK and who either liked the Pint Please UK page already or were friends of

those who liked the page. This has partially lead to a generic and scattered base of followers in UK who like to drink beer but may not be interested in craft type of brews or using a mobile application for discovering craft beers. Currently (as of 22.2.2017) the Pint Please UK Facebook page has 3,554 page likes out of which 3,512 are actually following the page. Compared to these numbers, followers' overall response to Facebook page content is low, typically one or two actions such as likes out of hundreds of reached organically. Also the number of application users in UK on the day of observation is only 1/7th of the amount of Pint Please UK Facebook page followers, about 500 users.

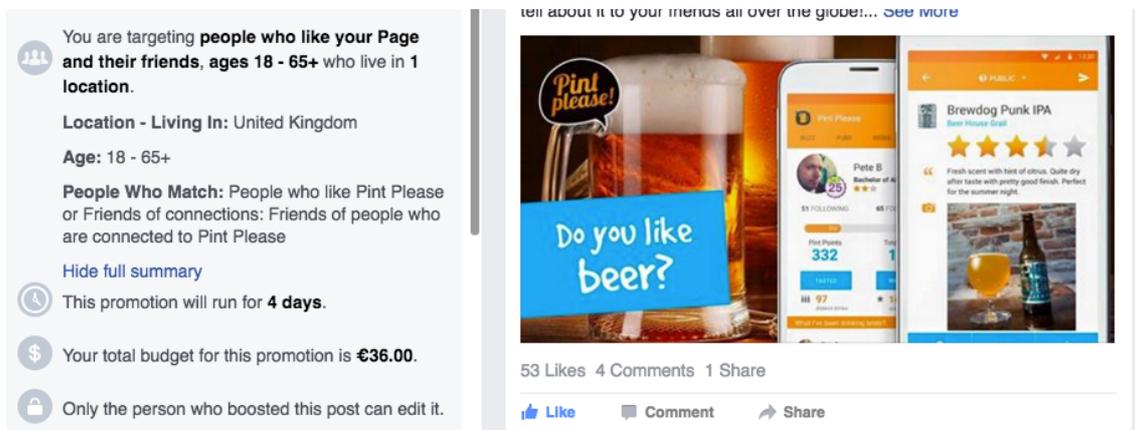


FIGURE 19. *Do you like beer?* –campaign.

Another point to develop on Pint Please UK Facebook page is that the company has not decided on a message to communicate or the purpose for their Facebook page as a marketing tool. For this reason the Pint Please UK Facebook page does not provide any significant added value for the target consumer in return for following the page. The content consists mostly of shared generic beer –related news and articles and focusing more precisely on craft style of beer communication would represent the company and product better and engage the right consumer base. The content could also be localized more for the UK consumers by sharing more posts that are in context with current topics in UK. Content formats should also vary more from the current link-based content, which would enable the company to viably measure whether the most engaging format is a shared link to an article, a photo, a video, a gif-format or other format.

Third factor to improve in Pint Please UK current Facebook marketing is that the company has not specified any numeric goals to reach. This prevents the company to effectively use available data for evaluation of Facebook marketing activities. As we have learned in literature review, the first step for developing effective marketing strategies is to set S.M.A.R.T objectives to reach that

guide marketing actions in every channel. Only after the marketing objectives are clear, we are able to select the relevant key performance indicators to monitor success and efficiently use the data Facebook provides for businesses. It must be also remembered that Facebook alone should not be the only channel responsible for reaching all the marketing objectives but separate goals should be set for each marketing channel according to given resources and their function in the overall marketing of the company. Companies should neither rely blindly on numerical marketing goals and metrics but to remember also the qualitative value behind each quantitative result achieved and its impact on overall business goals. Awareness may not be good to be reached at the expense of the image and good quality leads usually have higher long-term value than low quality leads.

Those of the Pint Please UK Facebook page posts that have received highest organic reach and engagement levels have dealt with topics such as not-so-serious studies on health benefits of drinking beer. These posts however do not have any impact on the number of application installs.

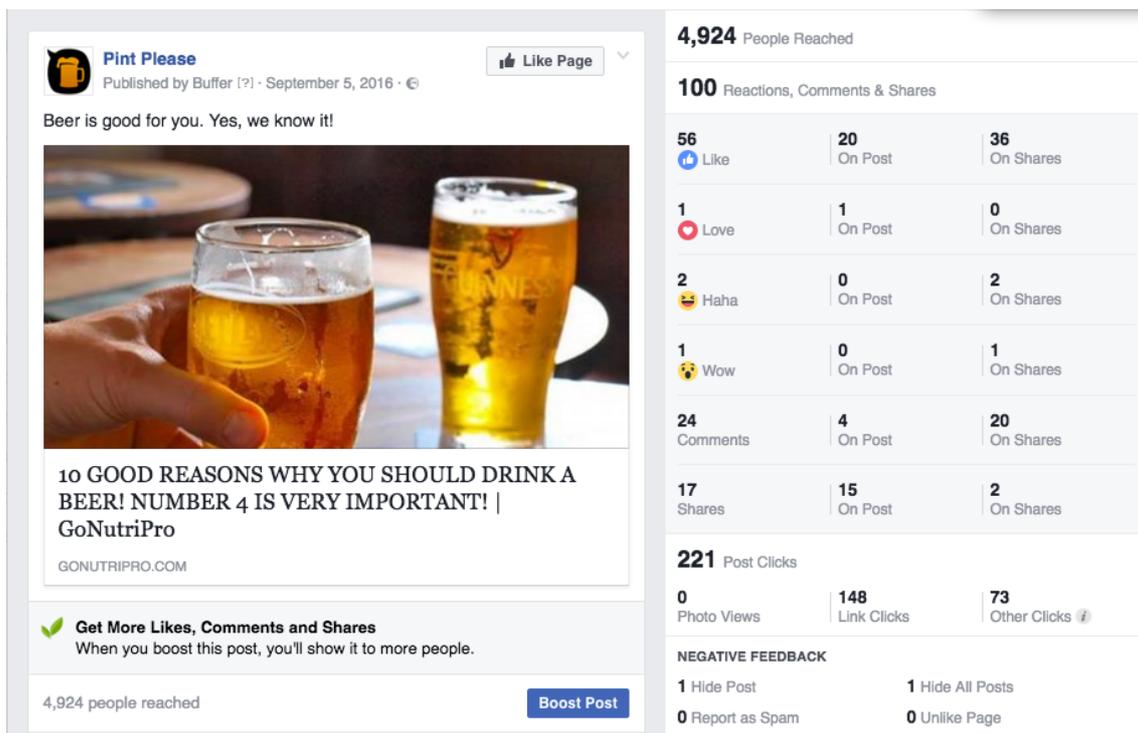


FIGURE 20. Posts that currently receive high reach and engagement levels deal with health benefits of beer.

The Pint Please Application was installed in total 2 236 times between June 1st 2016 and February 25th 2017 in UK. This means an average monthly install of 248,44 in nine-month period. In six-month period the app was installed by average 338,16 times a month. There was a significant peak in the number of app installs in November 2016 and the higher app install trend continued until late December 2016. This was due to a better app visibility in Google Play Store as the application appeared on the front page under New & Updated Apps –category. The number of app installs for January and February 2017 was 274 (by February 25th), which means a monthly average of 137 installs. About ten people in the past 90 days have installed the application by clicking a paid advertisement on Facebook with their mobile device.

The number of active users of the application in UK reveals that although people had installed the application during the peak in November 2016, only around 200 people used the app on weekly basis and 520 on monthly basis in February 2017. This means that people are not engaged with the application after first install. However compared to time before November 2016 the overall number of users has increased permanently.

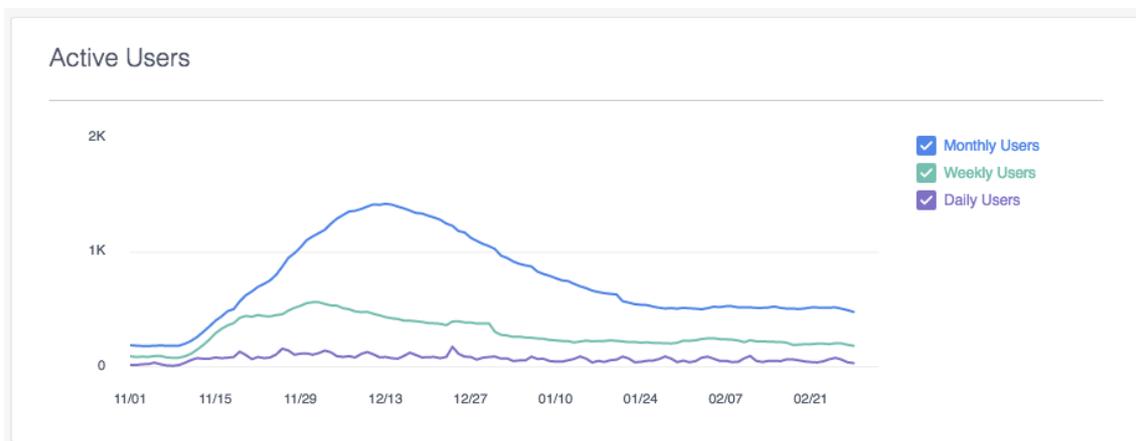


FIGURE 21. Monthly, weekly and daily active users of the Pint Please application in UK.

Traffic directed from organic Facebook content to Pint Please application install site is by average 18,5 people in UK between December 28, 2016 and February 28, 2017 (FIGURE 22).

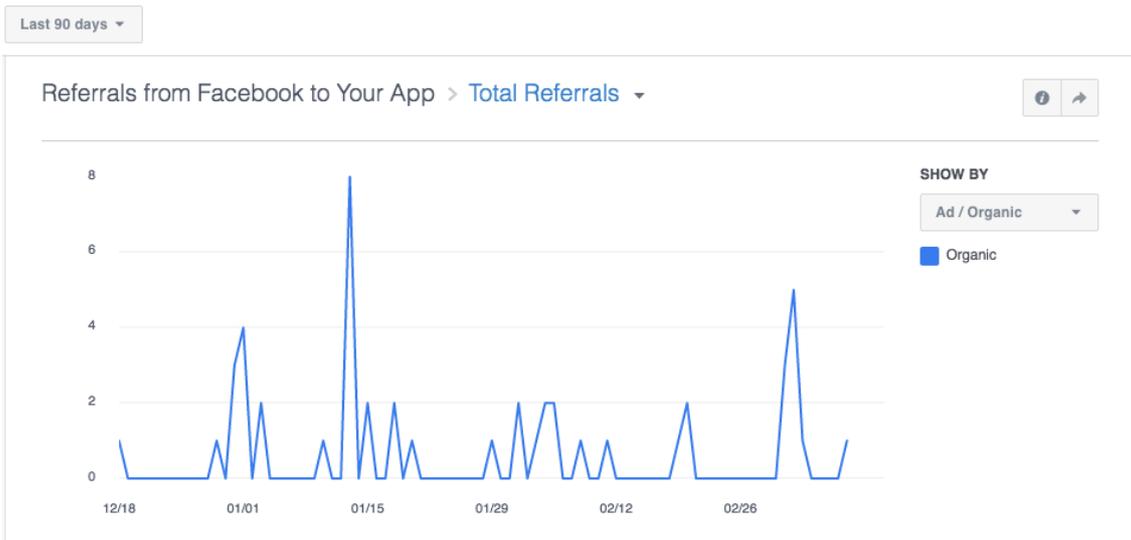


FIGURE 22. Referrals from Facebook to Google Play Store and Apple App Store.

Overall the author considers the current Facebook marketing performance is relying excessively on sharing generic beer –related links provided by third party medias and the content does not appear to attract people to install the craft beer application. Paid advertisement does not seem to reach the right audience due to very broad targeting. The image as craft beer expert the company wishes to achieve does not show in the current Facebook content and traffic is directed rather to third party media pages than app install sites. There are more Facebook page followers than app users in UK, which means most followers do not use the app.

5.2 Goals and Metrics

Based on the current situation the main objectives for Pint Please UK Facebook marketing are to improve the targeting in order to attract the right audience and adjust the communication to be more consistent with the brand, product purpose and initial target audience’s interests.

This should eventually reflect in the quality of application installs increasing the amount of active users of the application by time. Better targeting will also reflect as a more homogeneous consumer base and makes it easier to communicate the right content that engages followers better. As a result the cost of customer acquisition will decrease by more efficient marketing leaving more resources for further marketing activities, users will be easier to satisfy and potential for word-of-mouth recommendations increases. These goals support company’s business objectives for gaining more users for their application in UK, as an application install alone is not

enough to affect the number of users on a long run but requires that after installing the user will also launch the application on a regular basis.

The author has set specific, measurable, actionable, relevant and time-related goals to guide Pint Please's Facebook marketing strategy development for the UK market for the next three month period of May, June and July 2017. Results should be monitored on weekly and monthly basis despite of their quarterly nature for constant feedback. These goals are meant for the content Pint Please UK will publish on their own Facebook page and for Pint Please UK's own paid and promoted content on Facebook. The goals are as follows:

Number of application installs:

- The number of new application installs has increased by 10% from January to February 2017 (in January 2017 133 new app installs and in February 146 new app installs). The goal is to have an average of 15% monthly increase in new app installs in the next three-month period.
- The number of active weekly users of the application has decreased by 17,6% in January 2017 and 17,2% in February 2017. The goal is to increase the amount of active weekly users by average 15% each month in the next three-month period.
- Key metrics in Facebook Analytics for Apps: App Installs (UK segment), Active Weekly Users (UK segment), three-month period averages

Traffic to Google Play Store and Apple App Store

- Currently the average monthly referrals from paid and organic Facebook content to Pint Please App install site (Apple App Store or Google Play Store) is 18,5 people in UK (December 28, 2016 – February 28, 2017). The goal is to increase the traffic from Facebook to Pint Please App install site into 22 average monthly UK visitors in the next 3 months by improving Facebook page content and better targeting of paid advertisements on Facebook.
- Key metrics in Facebook Analytics for Apps: Referrals from Facebook to Your App, three-month period average

Cost of Customer Acquisition

- Currently Facebook Ads Manager shows that the average cost per app install (CPI) in UK market is 12,10 € in the last six month period (September 2016 - February 2017) and 9,47 € when considering the average of whole lifetime Pint Please has been advertising through Ads Manager. The goal for the next three month period is to decrease the CPI to an average of 2 € per app install by using more specific targeting options in Facebook advertising.
- Key metrics in Facebook Ads Manager: Cost per Mobile App Install (CPI) in UK, three-month period

Content Engagement

- The average engagement rate (ER) for last three month period (December 2016 – February 2017) is 1,4%. The engagement rate fluctuates between ER 5% of high reach posts to less than 1% of posts that do not have significant reach. A couple of posts about craft beer topic have received ER 4% regardless of their reach. The goal is to have an average engagement rate of 1,6% for all published posts in the next three-month period and to increase the number of craft beer related posts instead of posting generic beer related posts.
- Key metrics in Facebook Insights: Engagement Rate, three-month average

Followers on Page

- Pint Please UK Facebook page has now 3 512 followers. The goal is to increase the number of followers by 5% in the next three-month period so that by the end of third month the number of followers is 3 688. This means an average 58,53 new followers in each month. More important than the total number of followers is to increase the amount of those followers who are considered to belong to company's target segments.
- Key metrics in Facebook Insights: Page Likes, three-month period average

5.3 Strategy & Tactics

5.3.1 Strategy for Owned Facebook Content

Pint Please should make sure to differentiate itself from their main competitor Untappd and to avoid communicating similar topics on their Facebook communication. This differentiation should also be extended deeper in the company and should be considered particularly in product development. Although Pint Please has a technologically better quality app, the fact that an application works the way it is supposed to is only a minimum requirement from the point of view of a consumer and therefore this cannot be considered as an advantage over competitor but rather a fault of the competitor that sooner or later will have to be fixed. Therefore it is essential in the future for Pint Please to develop their product based on their users' feedback and wishes rather than comparing with competing products. As at this point the Pint Please app has not many functional features that differ from those of the competitor's, Pint Please should focus on differentiating itself in terms of image. They should make sure to promote their application as a craft beer app that is useful for the consumer because it offers not only localized information on brews and social sharing functions but also intangible benefits such as learning more on their hobby and discovering new experiences with craft beer tastes. Untappd instead seems to offer digital badges as a reward for drinking beer, which makes the app seem more like a fun drinking game. Also their Facebook page communication is mainly built around new badges available. Pint Please should avoid this type of communication in their Facebook marketing.

Pint Please should attract and engage craft beer drinkers by publishing craft beer –related content on their Facebook page. The craft beer related content should be lightly educating and offer added value for those interested in craft beer and willing to learn more, such as introducing different brewing techniques, introducing unusual craft beers, sharing interesting stories behind local craft beer brands, sharing craft beer –related news, publishing tips on craft beer use in cuisine, publishing user ratings on craft beers from the app, introducing craft beer of the month and posting craft beer –related questions and quizzes that challenge the consumer and encourages them to participate in the conversation. The author also prefers to leave some room for the company to bring own content ideas and test new content themes on regular basis. The content should be always about craft beer rather than regular beer and to promote the variety of tastes and diversity available on craft beers. Proposed Facebook strategy supports the Pint

Please brand image as a useful, social and approachable craft beer expert and offers a "sneak peak" to the application benefits and provides added value for curious and adventurous craft beer lovers. The company should aim at sending a message with their Facebook page content that encourages for discovering the world of craft beer and new craft beer tastes.

5.3.2 Tactics for Owned Facebook Content

Pint Please should publish content on Facebook on consistent basis, 1 or 2 quality posts each week. Posts should be published towards the end of the week, for example on Thursdays or Fridays, either in the morning between 9 am and 11 am (7 am - 9 am London time) when people are commuting to work or between 7 pm and 9 pm (5 pm – 7 pm London time) when people have left the work and are considering to stop by for an afterwork pint. Testing and monitoring metrics will eventually reveal the best time to post content for Pint Please's audience. Content should be always optimized for mobilephone screens too.

Pint Please should select a mix of themes they are going to communicate on a regular basis and bring additional topics they will communicate occasionally to keep their Facebook feed interesting. The final mix and frequency of each themes posted will depend on achieved engagement rates of each topic and company's resources available for content sourcing. When a post achieves a good engagement rate, it should be promoted further with paid advertising tools to gain broader reach. Content that does not engage audiences should not be promoted. It should be noticed that for organic Facebook content monitoring engagement rate is more important than achieving a high reach number since the primary goal for Facebook page content is to engage audiences.

TABLE 4. Content calendar example for Pint Please

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|---|---|-----|-----|
| | | | 9-11am(GMT+2) How its made: interesting brewing technique or ingredient used in craft beer | 7-9 pm (GMT+2) Craft beer of the month from the app | | |
| | | | 9-11am(GMT+2) Craft beer – related news | 7-9pm(GMT+2) Unusual craft beers | | |
| | | | 9-11am(GMT+2) Changing topic e.g. people and breweries behind craft beer brands, company’s own content idea OR Craft beer –related news | 7-9pm (GMT+2) Craft beer user ratings from the app | | |
| | | | 9-11am (GMT+2) Craft beer & cuisine | 7-9pm (GMT+2) Craft beer –quiz or question, e.g. What is your favourite brew? | | |

The author also suggests to use more "Stop drinking bad beer!" -slogan that is written on Pint Please UK Facebook page description instead of using "We love beer" in order to emphasize the alternative of quality brews available and encourage to take action and seek them, instead of settling to drink conventional beer. "Stop drinking bad beer!" also suggests the receiver to solve a consumption problem with Pint Please app. The author also advises to keep the Pint Please UK's Facebook page cover photo updated and when appropriate to use it to promote new app features, events and special days, customer reviews about the Pint Please application, campaigns etc.

Pint Please should also encourage their existing consumers to share their beer ratings on their Facebook walls with the Pint Please app and encourage tagging a friend who could be interested in trying a beer of the month or a strange beer and to encourage Facebook followers to discuss their own opinions on their craft beer experiences on Pint Please's Facebook page.

Content should be posted in different formats; links, pictures, videos and texts, in order to find out the most appealing for the Pint Please UK audience. Generally content in pictures and videos

should be increased on Pint Please UK Facebook page as Facebook will allow more organic visibility on these formats due to the fact that they are considered more appealing for Facebook's users. It is also advisable to create content more in-house instead of only sharing already published content for more authentic appearance. However considering the limitation of time available in a small company, the author advises to continue sharing content that is time consuming to create in-house, such as articles and blog posts and focus on creating content that requires less time such as photos and illustrations more in-house.

5.3.3 Strategy for Paid Facebook Advertisement

When creating paid advertisement for Facebook, the primary focus should be in directing traffic to the Pint Please app install page on Google Play Store and Apple App Store. Ad targeting should be narrowed down by using specific targeting parameters available in Facebook Ads Manager to find those prospects who are most likely to be interested in the app and this way to minimize costs and maximize return on investment. Ads should neither be shown to too narrow audiences as in that case the ad will not reach enough people. Facebook's Ads Manager tells advertisers when the target audience is optimally defined (FIGURE 23).

Facebook Ads Audience Size

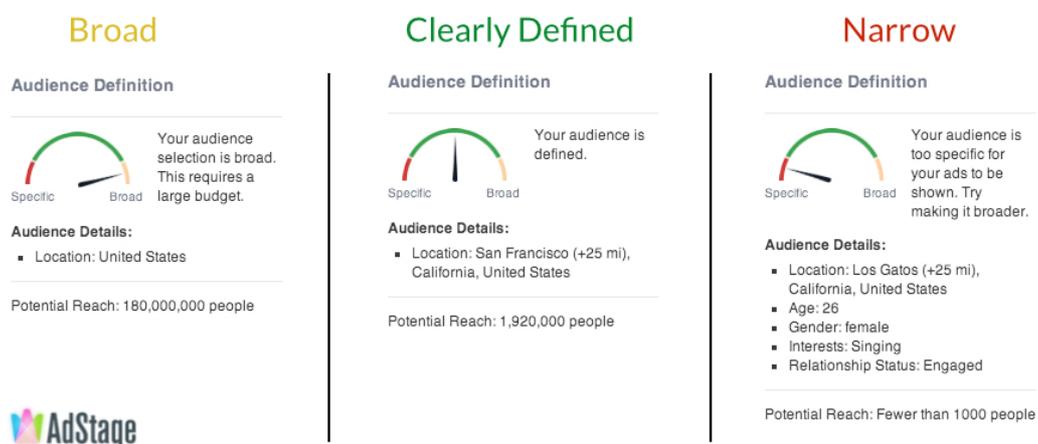


FIGURE 23. Optimal audience size for Facebook Ads is when the pointer is at half way or slightly left from the half way but still on green. (Mazaheri 2013,cited 15.3.2017)

An example of Facebook Ads target for Pint Please in UK:

- People who live in London, United Kingdom
- Are 25-34 years old men
- Are interested in one or more of these; Craft Beer, BrewDog (or other famous craft beer pubs and brands), Beer, Untappd, Recipes, Barbecue, Organic Food, Current Events, Air Travel, Adventure Travel, Nutrition, documentary movies, rock music, TV comedies, TV talk shows.
- Excluding people who already like Pint Please UK Facebook page

The overall target should be big enough to be able to provide the company valid data for feedback, but should not be too broad, such as all people in UK, since in that case the company would compete with all the other companies that are advertising to consumers in UK. If the ad is shown only to those who can be assumed to drink craft beer on regular basis in e.g. BrewDog pubs, the message can be more specifically targeted and formulated based on assumed behaviour, such as to encourage rating a recently enjoyed craft beer, mark it down, share it with friends and discover new interesting craft beer tastes. In this case the targeting in Facebook's Ads Manager can be made using behavioural characteristics, such as targeting those who have recently checked in to a pub that is known to have a good craft beer selection (e.g. BrewDog, Cock Tavern etc.). If on the other hand the ad is shown to those who like more generic categories than those directly linked to craft beer, the message will be more generic and formulated based on assumed positive attitude towards craft beer, such as to encourage discovering new tastes with the app that learns consumer's craft beer taste and knows to make personalized recommendations. This type of message will help those people who are not necessarily experts on craft beer to solve a consumption problem by minimizing the risk of mispurchase. Overall the advertisements should encourage prospects to install the app and discover new craft beer tastes and craft brew pubs nearby. A call-to-action button should be included in the ad design for easy app install. Paid advertisements will also increase awareness on Pint Please app. Rather than features, the content in the advertisement should introduce the app benefits to the consumer in a relevant and visually appealing way. The author believes that the current visual style will appeal to target audiences and proposes to use it in video animation format for increasingly eye-catching paid advertisements. A/B testing is recommended when formulating ads to find out the right combination of elements.

To increase the amount of Pint Please UK Facebook page likes, content that performs well on Pint Please UK Facebook page in terms of engagement rate, should be promoted for vaster reach and as a consequence better awareness of the Pint Please UK Facebook page. Third way to use paid advertisement is to invite Facebook users to like the Pint Please UK Facebook page. This ad should also promote the craft beer aspect the consumer will find on Pint Please UK Facebook page and encourage to join the community and learn more on craft beers. These ads should be shown to similar targets as the application ads excluding the people who already like the Pint Please UK Facebook page. It is important to invite only those people who are potential consumers of craft beer and potentially willing to install the app.

5.3.4 Tactics for Paid Facebook Advertisement

Paid advertisements will be running constantly in every month of the three-month period. Advertisements are shown to different target groups and results will be monitored for further improvements. The company should first test their advertisement with a small budget, such as 3-5€, view how it has performed in different interest segments and then run it again with increased budget and better targeting to those who have responded well to the ad. The company may also test the ad by showing it to similar target in another UK location. Ads will be scheduled to show up on target's feed when they are believed to be online and potentially interested on the topic. The author believes optimal time for showing the ad will be found between Wednesday afternoon and Saturday evening, likely on Thursday or Friday morning or afternoon during commuting peak hours in London.

Check-list for Ads Tactics

- Create the advertisement: decisions on visuals and message formulation according to intended target; specific target with highly targeted message or broader target and message. Consider how to make your ad look and sound appealing to your target audience.
- Publish the ad on your Facebook page
- Promote the ad in Ads Manager: select your target, schedule and a small budget.
- Monitor results in Ads Manager
- Re-run the ad for those who show most interest (e.g. specific age group) with increased budget



FIGURE 24. An example of paid ad.

5.4 Summary

To summarize, the Facebook marketing strategy created for Pint Please aims at being in line with the company's idea of the brand, objectives and meet the interests of craft beer consumers. Content provided on Pint Please's own Facebook page focuses on strengthening the Pint Please image as a useful and interesting brand, engaging existing Pint Please users more with appealing content, and aims at making satisfied app users brand evangelists. In this strategy paid Facebook advertisement is the main media type for increasing app awareness and driving app installs. To some extent the paid and owned Facebook contents work interchangeably in cases when the visibility of those Facebook page posts that achieve a high engagement rate are boosted. This Facebook marketing strategy leaves three months time to Facebook marketing execution, after which the results will be reviewed and corrective actions will be taken to improve the strategy efficiency even further.

6 CONCLUSIONS

The aim of this thesis was to improve Pint Please's Facebook marketing in UK in order to attract more users for their app in this important international market. Although the number of users is well increasing in Finland, a further examination of the Pint Please UK Facebook page as well as discussions and interviews with the company representatives revealed lack of resources allocation and strategic input in marketing activities especially regarding the UK market. As a consequence this thesis was written to develop a Facebook marketing strategy to help Pint Please more efficiently plan and improve their future Facebook marketing activities in the UK market.

In the literature review we have learned that Facebook marketing is an integrated part of the entire marketing of the company and therefore follows the company's marketing strategy. It is therefore essential for Facebook marketers to know the target audience, brand positioning, objectives, product, pricing, distribution and communications strategies, marketing programmes of a given period and marketing research methods in order to incorporate these elements in Facebook marketing activities for consistent and efficient communication and results. Efficient Facebook marketing also requires resources, and therefore pre-defined budget, time and responsibilities need to be carefully planned before diving into social media channels. Especially in SME companies that operate with limited resources, careful planning is the key for efficient actions.

When developing marketing strategy for Facebook, it is important to understand the specific features of this channel. People use Facebook primarily to stay connected with people, share their content and thoughts and stay up to date on what is happening in the world, and are willing to engage only with content that is useful and interesting for them. They follow brands voluntarily if they consider them worth following and ignore the irrelevant promotional messages pushed to them on the platform. It is therefore essential to know what attracts and engages your audience, what is important to them, what kind of content is useful for them and how to use targeting tools to reach the audience efficiently. There are no quick solutions available for overnight success but results are achieved with constant improvement and focusing on the right things.

Due to the nature of Facebook as a social channel, the Facebook marketing strategy developed for Pint Please concentrates on increasing engagement with the brand by offering useful content and encourage conversations on Pint Please's own Facebook page where as driving awareness and app installs is primarily conducted by paid advertising of the app to a clearly defined Facebook audience. Numeric goals were set based on the previous performance and taking into account improvement followed by benefits from the Facebook strategy. The author recommends to engage Pint Please users by offering more craft beer related content that appeals to curious and conscious consumers, creating content more in-house for authentic voice and differentiating the content more from competitors to offer unique value. For increased app installs the author recommends to improve paid ad targeting and to concentrate on communicating the benefits of the app rather than features. After a certain period of time, the author advises to measure the results and improve the strategy accordingly.

7 DISCUSSION

The main purpose of the thesis work was to develop Pint Please's Facebook marketing in UK. The initial focus of the thesis was agreed to be on Facebook content development but was later expanded to cover a more strategic viewpoint of Facebook marketing due to lack of available marketing strategy foundations to lean on.

The thesis work was conducted between October 2016 and May 2017 allowing plenty of time for thoughtful consideration and craft beer consumer research. Existing Pint Please app user data both in Finland and UK were studied in Analytics for Apps and compared to commissioner's description of target segment and Pint Please UK's Facebook page audience data available in Facebook Insights. In addition to balance the numeric data with qualitative information, desktop study was conducted to acquire better understanding of craft beer consumers in UK. The author did not have significant previous knowledge of the craft beer consumer segment, which helped preventing biased evaluation of consumer information. On the other hand some conclusions were drawn based on weak amount of information due to small number of data and few available previous studies on craft beer segments. Theoretical information was collected from multiple online sources, online articles, marketing books and channel-specific instructions. Overall the sources could be considered recent and reliable, although a few sources were in a blog format and were therefore used cautiously.

The broad amount of issues to consider in marketing strategy formulation process set some challenges regarding the concentration of this thesis. However this has allowed studying various areas to marketing strategy and the author considers the thesis work has improved her professional knowledge significantly. In addition the hands-on introduction to Facebook Insights, Analytics for Apps and Facebook Ads Manager tools have improved author's practical marketing skills.

Whether the developed Facebook marketing strategy is successful or not will be seen when new Facebook marketing activities are executed and their performance is measured in the commissioning company. Further research proposals for Pint Please are more through consumer research, brand persona development for the UK market and comprehensive brand building. These would benefit content creators in all Pint Please's marketing channels.

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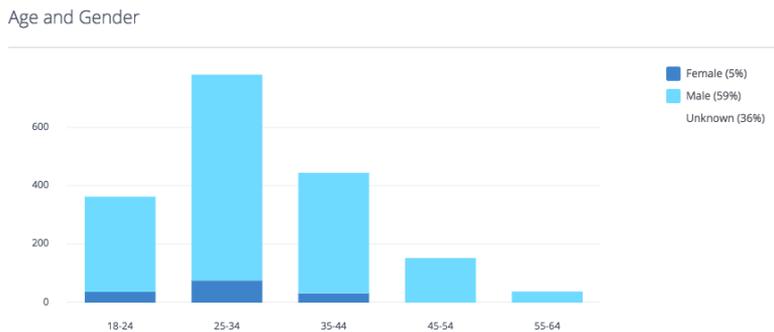
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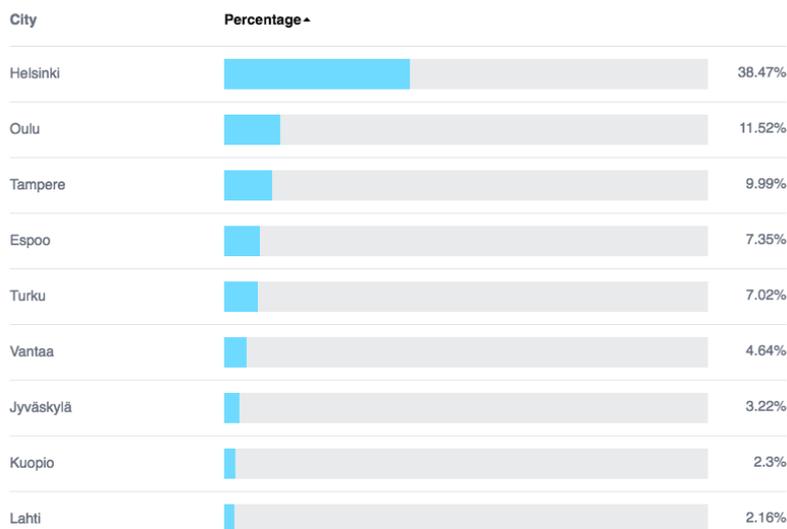
Pint Please App Users in Finland

APPENDIX 1

Facebook Analytics for Apps shows data on the actual users of the Pint Please application. The men of 25-34 years old represent a quarter of all users in Finland. 38,5 % of all users in Finland live in Helsinki and in total 79% percent live in the six biggest cities of the country. It can be stated that the users live mainly in urban areas. Most users in Finland who report their relationship statuses are married or in a relationship. (Facebook Analyitcs for Apps, cited 16.11.2016)



Age and gender distribution of Pint Please application users in Finland.

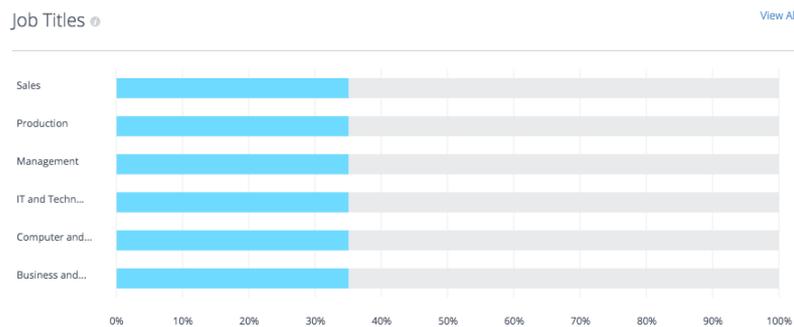


Pint Please application user distribution according to cities in Finland.



Education and relationship status of Pint Please application users in Finland.

A majority (73%) of users in Finland have reported their highest educational level is college. The second most common highest educational level is high school and some 9% have a post-graduate degree. They most likely work on sales, production, management, IT, architecture and engineering, media and sports, or administrative positions. 68% of users in Finland have an Android-based operating system and 32% an iOS-based device. (Facebook Analytics for Apps, cited 16.11.2016)



Likely industries where people work based on self-reported data on Facebook.

The Facebook Analytics for Apps also shows the Facebook pages that are most likely to be relevant for Pint Please application users. The relevance is based on affinity, page size and the number of people in the audience that already like the page (Facebook Analytics, cited 11.5.2017). Below are the top ten most popular Facebook pages liked by Pint Please users. (Facebook Analytics for Apps, cited 16.11.2016)

| Pages | Relevance ^ | Your Audience | Facebook Likes | Category |
|------------------|-------------|---------------|----------------|---------------------------------|
| Klikinsäästäjä | 1 | 22% | 147.3K | Community |
| Madventures | 2 | 18.3% | 208K | TV Show |
| Fingerpori | 3 | 16.7% | 105.3K | Book Series |
| Verkkokauppa.com | 4 | 16.1% | 141.1K | Retail and Consumer Merchandise |
| Sauna | 5 | 16.1% | 464.7K | Community |
| Gigantti | 6 | 15.1% | 361.9K | Retail and Consumer Merchandise |
| Radio Rock | 7 | 14.5% | 207.9K | Media/News/Publishing |
| BrewDog | 8 | 14% | 191.8K | Local Business |
| Arman Alizad | 9 | 14% | 248.3K | Public Figure |
| Jounin Kauppa | 10 | 13.4% | 502.3K | Local Business |

Top ten Facebook pages Pint Please users have liked in Facebook.

| | | | | |
|------------------------|----|-------|--------|-----------------------|
| Top Gear | 11 | 13.4% | 14.8M | Media/News/Publishing |
| The Simpsons | 12 | 12.9% | 67.3M | TV Show |
| Metallica | 13 | 12.4% | 37.6M | Musician/Band |
| Norwegian | 14 | 12.4% | 767.5K | Travel/Leisure |
| Veikkaus | 15 | 12.4% | 214.1K | Company |
| I fucking love science | 16 | 11.8% | 25.1M | Science Website |
| Leijonat | 17 | 11.8% | 504K | Sports Team |
| Elisa | 18 | 11.3% | 261.3K | Telecommunication |
| South Park | 19 | 11.3% | 45.6M | TV Show |
| Spotify | 20 | 11.3% | 11.3M | Software |

Other relevant Facebook pages for Pint Please users in Finland

Klikinsäästäjä is a community that criticizes modern day headlines with a humoristic approach by revealing what the news are actually about. Fingerpori is a humoristic double entendre comic book series. The protagonists of an extreme travel TV show Madventures have lately focused more on social issues and critical journalism with their TV series Docventures that also appears 23rd on the list. Arman Alizad uses slightly similar approach as Madventures in his travel- and documentary series. Other TV shows on the list of top 25 are Top Gear, The Simpsons, South

Park and Pasila. Verkkokauppa and Gigantti are inexpensive consumer technology retailers. BrewDog is an international craft-beer bar chain. Apart from Radio Rock, also Metallica, Pink Floyd and AC/DC appear further on the list revealing the most common music genre favored by users. Spotify has 11% of Pint Please users' likes. An affordable airline company Norwegian and a science website I fucking love science are also on the list. Sauna and the national ice-hockey team Leijonat represent more domestic interests of users. The operator Elisa and Samsung Suomi refer to technological preferences of Pint Please users. A state-owned gambling company Veikkaus and Jounin Kauppa, a local market famous for its competitions in social media, are also among top 25 page likes.