Piia Laine

Final Report

Digital Marketing for Relevo

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# Expectations and Goals

The goal of the project was to create good and effective ads that push the sales of the advertised product, which is Faskiavaha.

This also goes along with the general goal of my boss, which was to boost sales for Faskiavaha.

Alongside that, I also aimed to create a good and functional landing page for the Faskiavaha product.

At the end I want to have made a good social media campaign, mainly through Facebook, but I might end up using other social media services too.

I used the Facebook marketing tool for the marketing.

After this first goal was met, I started making progress to my next goals, which were to create a WordPress for the Faskiavaha product and a website that I make from scratch.

# Successes

The project as a whole was definitely a success in my eyes.

I managed to get all my tasks done in the time I was given.

First of all, the Facebook marketing started off with brainstorming and then creating good images that can be used as advertisements on Facebook. I created a handful of images and an ad video.

I did it, in the time given and I used the Facebook marketing tool to get the ads online.

Same as with the WordPress and the website.

I was able to do the WordPress in time and find a good visual design for the WordPress to make it look the best way possible and appealing to customers.

With the website I concentrated a lot on getting the authentication and time reservation system working, which I managed to do.

# Problems

A few problems came up during the project. Thankfully it was nothing too hard to fix, but here and there some mistakes were made and some things happened that were out of my control.

A mistake that I made was the lack of communication at times.

It wasn’t too bad, but at a few times, it was lacking. This had to do with personal factors too, but, as I said, it didn’t cause too big problems.

The second problem was the post strike that kept me from running a second ad campaign shortly after the first one, because many people would rather not be ordering products during that time.

Luckily, that too, didn’t cause too much trouble, so the project itself went very smoothly.

# Digital Marketing

The digital marketing required a lot of research on my part.

First it was important to study some theoretic knowledge. I already came a bit prepared, because I was interested in the past in this topic, so I already had base knowledge. And the second part of my research was how to create an eye-catching ad image. How to do that with using pictures, texts, colors, etc.

Once I had my images done, I created a video for the Facebook marketing campaign. For that video I used royalty-free video snippets and for those I had to credit the creators.

I cut my own video in the program Sony Vegas with video clips of what Tuomas gave me and with the video snippets I found online.

Lastly, I put all of my materials as Facebook ads, which I configured through the Facebook marketing tool.

There I created an ad campaign, using an A/B test. That meant, I was able to choose 2 target groups and Facebook then tells me which target group performed better.

After that I was done with the Facebook marketing portion of this work experience.

# WordPress

First, I used a software to run a local test server of wordpress.org.

On this local server I tried many things in terms of design and how to create product pages. Then after doing some research, I found that WordPress has a ton of plugins, so I started using plugins.

The plugins I ended up using were Elementor and WooCommerce. WooCommerce helped me to set up the product page for Faskiavaha and Elementor helped me create a compelling design.

The theme I used was Zakra, but I heavily modified it with Elementor.

After I did all work on my local server, I got access to the official [www.faskavaha.fi](http://www.faskavaha.fi) domain and transferred all my work from the local server to the official domain.

# Self-made website

For this part of the project I did a lot of research.

From past projects I had experience using the MEAN (mongoDB, Angular, Express Server, Node) stack. So, naturally, I first thought and tried using the MEAN stack again, but because I had some problems with hosting in my experience, I started looking for other options.

I came across Firebase and started doing a lot of research on it. I watched tutorials and then started a test website to test out functions.

After gaining some knowledge with Firebase, I decided to go for Firebase and I also used the Materialize CSS framework.

In the finished website, I used Firebase Authentication, Firestore and Firebase hosting. Firestore I used for a time reservation system, where logged in users can book an appointment for a massage or other services and the admin user can look at all the appointments.

This took a while to finish, but it went quite well without any big problems or roadblocks.

The website can be visited on: <https://piia-relevo.web.app/>