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Work Plan

Digital Marketing for Relevo

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# Basic Information and Business Description about Relevo

Relevo was founded in 2014 by Tuomas Liikala.

Relevo is a company that specializes in health products and services on a wide range. Because Tuomas is a professional masseur, he of course offers massages of many different types, but he also offers a lot of other services.

For example, because of his background as a soldier and physical educator, he offers coaching services, as well as lectures for companies, events or different kinds of sports clubs.

And last but not least, Relevo offers its own various products. The products can range from fitness programs, to supplements for your diet and most importantly massage waxes.

Relevo was founded and is headed by only one person, its original founder Tuomas Liikala. Actually, right now, he is the only one in his company, so it’s a one-man-effort, but after questioning him, he said that he is thinking about employing others.

As of now he still keeps everything regional, meaning he only sells in Finland, but he is also thinking about expanding into other regions someday.

# Information about Relevo’s Founder, Tuomas Liikala

Tuomas worked in the army for 7 years as a military trainer, where he trained recruits in physical education and conscript training.

Due of various reasons that affected the private life, Tuomas thought about changing professions and at the suggestion of his spouse, he ended up as a masseur, the profession he is in right now.

After his graduation in 2014, he started the company.

Tuomas sells his own products, but that is something that is quite uncommon in his profession.

# My mission

My primary mission is to create a digital marketing campaign for the Faskiavaha massage wax. I will aim for a campaign that fits the theme and general look of the company, while challenging myself to think outside of the box.

Mainly I will focus on getting the task done of making a successful social media marketing campaign for the product with the goal of increasing sales for the product.

Besides that, I was also tasked with creating a separate landing page for the Faskiavaha product. A page where people will find info about the product and can buy it.

# Goals for the work experience

The goal of the project is 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 is to boost sales for Faskiavaha.

Alongside that, I also aim 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.

# The Company’s success

Generally, and financially, the company has grown every year since 2014.

The workload for the company right now alongside massage work makes it hard to add many products or services, which would boost the financial success, but an online store on the website helps.

As of right now, the workload has to be cut down a bit, because Tuomas is trying to do everything alone, which comes at a cost of potentially having more success. However, he is currently thinking about hiring employees that could help him to grow the company even bigger. Hiring employees comes with its own expenses though, so it’s still a hard decision.

Faskiavaha was a quite profitable idea and it’s growing larger and more popular with customers, that’s why we are trying to boost the sales of it.

# The Company’s IT structure

Because of the high costs of employing IT experts, Tuomas has decided to run the IT structure himself.

The website is set up with WordPress and is constantly being made better and updated by Tuomas himself. He also mantains the website.

His military background has been helpful, because of the telecommunication technology he got and he sometimes consults people he knows from Facebook groups centered around E-Commerce and WordPress and other IT topics.

The database of his website runs on WordPress and he backups the website regularly. The booking system on his website has been In use for 3 years and it has about 1200 customer visits per year, so it is crucial.

# Work Environment

The environment is made up of myself, my boss and the teacher. The work environment also includes the resources for creating ads, for example Photoshop, Sony Vegas and Microsoft Office, as well as information sources like the internet.

The software that will be used includes the Microsoft office package for documentation and project management and for design programs I will use Photoshop and maybe also a program that creates vector images. For videos I will use the program Sony Vegas, because it fits with my video editing skills and isn’t too hard to learn.

# Relevo’s current and future Growth

Relevo is successful right now and it’s growing steadily every year.

Since 2014, Tuomas managed to become a full-time entrepreneur, however, it is still possible to grow the company.

Two things that Tuomas is thinking of is to expand the customer base to other regions beside Finland and to employ more workers under him.

He wants to grow the biggest of his products, the Faskiavaha massage wax and requesting me to help with that was a step to do that.

# Risks

The biggest risks for the company are illnesses and accidents.

# Marketing for Relevo

The marketing in the massage/healthcare industry is not easy, because you need to find the right keywords to market to your customers.

Throughout Relevo’s existence the best ways to market has been Facebook and Facebook groups of trained masseurs, physiotherapists, osteopaths and so on. This has for sure increased sales.

However, in paid marketing, the return of investment wasn’t as high as expected, so throughout the project, I am trying to stay focused on the well-proven Facebook marketing and trying to figure out how to optimize that.

# Expenses

The project already caused some expenses and will probably cause a bit more expenses later on.

For now, I was able to run an ad on Facebook for 6 days and the budget was 30€.

# Complications for the Marketing

Sadly, during the first ad campaign of Facebook the post strike throughout Finland began, which surely has an effect on, if people buy Finnish products or not.

So, for now I decided to pause the ad campaigns and focus on the landing page, until the post strike ends.

# Work methods, documentation and informing

## Documents

The work is created and stored in electronic form.

The project management is done beforehand, and the project is being documented at every step. Every planned and invested time needs to be recorded inside an excel table.

## Saving

Documents will be saved on my computer and taken with me, when I need the files at school.

# Risks and criteria for cancelling

## Skill level risks

If the skill level is too low, it could hold back the progression of the project, though I know that I am very good at collecting information online and that will help me to prevent the risk of having a too low skill level.

## Equipment risks

Equipment-related risks are non-existent in this project, as this project doesn’t require any heavy equipment that can’t be easily found.

## Management risks

Management risks could be time risks.

If the time is not managed and planned properly, then it could cause time problems later on, but this can be prevented by good planning.

## Cancellation

The project will most likely not be canceled, as it’s needed for school, but whenever problems come up, they should be focused on immediately, so that it doesn’t become an even bigger problem later on.

# Quality

The invested time and plans are documented at all times, as it is essential for success, and regular checkups with the set milestone should keep the project on track.

If possible, I need to seek out feedback from others to see what others think of the marketing campaign and ads I’m creating.