Content Marketing Strategy for MyAgent CO., Ltd.

MR. OLLI KOKKONEN

ID: 581 719 3048

SUBMITTED IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF MASTER'S IN BUSINESS ADMINISTRATION, INTERNATIONAL PROGRAM, GRADUATE SCHOOL OF BUSINESS, SIAM UNIVERSITY, BANGKOK, THAILAND

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Title of Reasearch:	Content Marketing Strategy for MyAgent Ltd.
Name of the Student:	Mr. Olli Kokkonen
ID:	581 719 3048
Major:	Marketing
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Master's in Business Administration in International Program

Dr. Teetima Piyasirisilp

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(Dr. Teetima Piyasirisilp)

Advisor

Date 6/11/2018

....

(Assoc.Prof.Dr. Jomphong Mongkolvanich)

Dean, Graduate School of Business

Siam University, Bangkok, Thailand

Date 7 Nov 2018

Abstract

Research Title: Content Marketing Strategy for MyAgent Ltd.

Researcher   :   Mr. Olli Kokkonen

Degree   :   Master of Business Administration (International Program)

Major   :   Marketing

Advisor   :   ………………………………….

(Dr. Teetima Piyasirisilp)

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This research discusses content marketing and instructs how to target content effectively to target audience implementing customer lifecycle stages. The aim of the study is to find out why MyAgent Co., Ltd. have not succeeded in prior online marketing efforts and provide a complete guide for readers how to plan and create high-quality and relevant content in future. This process will include a complete content marketing strategy and reviewing fundamentals of content marketing funnel and its relation to customer lifecycle.

In the end of study, conclusion section states that MyAgent website is poorly executed, and to implement successful content marketing in future, it need to be aligned with goals and objectives and it will require a well-structured plan, an understanding of target audience and customer lifecycle stages.

More closely, the first problem situation analysis found out wat that their current site structure has divided their company blog section to a separate subdomain, which means that they have two individual pages competing against each other. In addition, their website is hard-coded, and changes can be only done by outsourced programmers. To solve these problems, they need to use a certain website content management system in future that allows them to do all changes in-house and cost effective.

SEO audit pointed out that all on-site meta tags were poorly optimized, hence their search engine rankings were remarkably low. In turn, content marketing audit key finding were that their website is heavily relied on bottom-of-funnel content and do not take other customer lifecycle stages into consideration, thus conversion rates are low. Whereas keyword research found out that their keyword strategy was targeting nonrelevant and highly competed keyword terms and phrases. Lastly, customer research, target audience interviews and buyer persona development pointed out clearly that their current on-site content do not match audience needs and preferences at all and in future processes of content planning, ideation, creation, optimization and distribution must be customer data-driven.

As a result of the study, MyAgent decided to create whole new website for their business, because they understood that making all the necessary changes would take as much time and money than creating a completely new website for their services and corporate blog. They are now using this research as a guide to avoid all previous faults, and now they also have clear understanding of the necessary processes what content creation and search engine optimization must include. In addition, this study also provides them an on-site content marketing strategy including 18 months content marketing SMART objectives for their new website, ROI calculations to predict profitability of content marketing in future, new keyword strategy, new customer insights based on customer research and interviews as well as numerous targeted content marketing tactics for each customer lifecycle stages based on all previous processes.

This study is targeted for small business owners and any marketing personnel, who are looking to plan and implement content marketing campaign for the first time. All the research and analytical techniques and tools introduced in this paper can be used in any organizations regardless the industry. Each section introduces various web analytical tools and step-by-step guides on why they are used for and how to put them into use.

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Independent study reviewed professional literature, Internet sources and studies detailing with content marketing and content targeting. The information is gathered from various sources were then compared to each other and critically evaluated to form a coherent and logical whole

Keywords

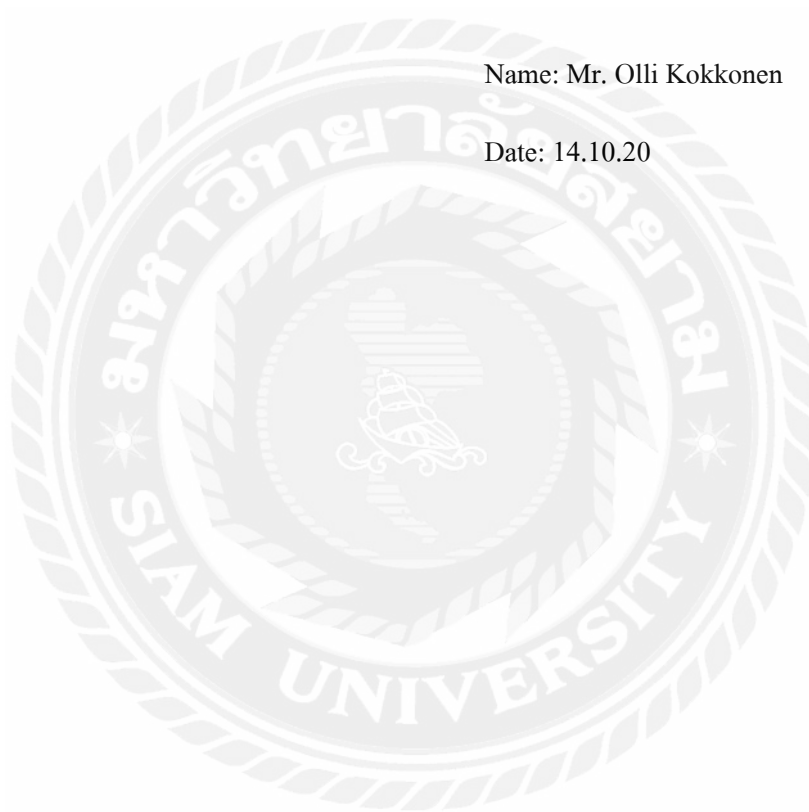Content marketing, content strategy, content audit and customer lifecycle

ACKNOWLEDGEMENT

In this section, I would like to express my gratitude to Dr. Teetiam Piyasirisilp, advisor and Assoc. Prof. Dr. Jomphong Monkolvanich, Dean, Graduate School of Business, Siam University, Bangkok, Thailand for them thoughtful and caring supervision by means of his educational excellence. I am most grateful to them especially for them deep understanding of the Independent Study and his good communication skills.

Name: Mr. Olli Kokkonen

Date: 14.10.20

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CHAPTER I: INTRODUCTION

Introduction chapter will cover research background, research problem research objectives and scope of research.

1.1 Research background

According to Content Marketing Institute B2B 2016 worldwide content marketing report, B2B marketers who have a content marketing strategy get better results from their content marketing tactics, social media platforms, and paid methods of content distribution i.e., they rate them as more effective when compared with their peers who don't have a do strategy (Content Marketing Institute, 2016). Their study also found out that a documented content marketing strategy impacts effectiveness in following ways: 53% of the most effective marketers have a documented content marketing strategy and 40% of the least effective marketers have no strategy at all (Content Marketing Institute, 2016).
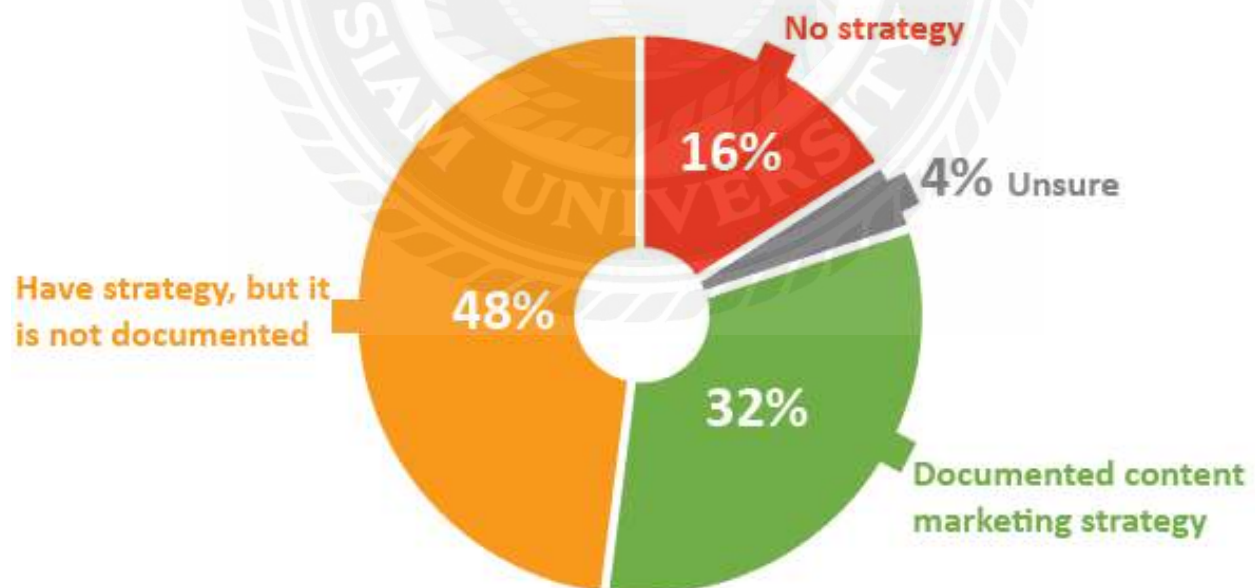
Figure 1. Percentage of B2B companies who have conducted a content marketing strategy (Content Marketing Institute, 2016).

Content marketing is an umbrella term, meaning that it can be used for great number of reasons and it has various meanings to many people. Therefore, managers and marketers need to think about the strategic role of content marketing within their business and its microenvironment to avoid all the confusion around it. Without proper strategy, the risk of losing the focus of the content and overall marketing objectives is too great. In conclusion, content marketing strategy is the blueprint and guiding light of all content marketing efforts dictated by the business goals (i-Scoop).

So, in theory, what does "documented content marketing strategy" mean for companies? There are numerous definitions and MOZ has a quite clear description**:** "*Content strategy concerns itself with the vision — the ins and outs of how and why your content will be created, managed, and eventually archived or updated. It looks at all of the content your customers ever encounter and overlaps with content marketing*" (Rand Fishkin, 2016).

So, there's a lot of value in having a content strategy. It guides companies in setting audience expectations and determining the type of content to create, as well as the amount of resources that businesses are going to devote to content.

Additionally, a content strategy can help companies improve or grow their business since it helps them uncover new business ideas.

And of course, if all tactics are documented, it enables marketers to measure results on daily basis, what works and what not. Thus, decision making is timelier and more efficient. This gives a create competitive advantage against those companies, who simply does not document their plans and base their decision making on gut feeling.

Highly respected and well-known content and digital marketing based brands such as Google, MOZ, Content Marketing Institute, Ahrefs, Hubspot, Smart Insights, SEMrush and Kissmetrics all suggest and agree that the concept of content strategy consist of following components: Aligning mission and vision statements with content, conducting performance overview, search engine optimization (SEO) audit, content audit, customer research, keyword research, setting goals and objectives and understanding return of investment (ROI) of content marketing.

Only after conducting these given processes companies should start implementing their content marketing. This independent study will cover all the details and theories of content strategy later in chapter 4.

1.2 Research Problem

MyAgent in transition to shift their services and processes more digital and begin online marketing by implementing on-site content marketing as addition to prior hard sales tactics including cold-calls, email marketing and meetings. Their area of improvements are brand awareness and lead generation, and to achieve these goals they need a marketing plan to support their business strategy. As result of industry and market trend analysis they concluded, that a documented marketing plan will be implemented via on-site content marketing.

The research problem of this study is to identify key factors why myagent.fi website and blog.myagent.fi blog current overall performances are weak, as well as to identify success factors how to merge and transform the given sites as a consistent source of leads in future. Hypothesis states that conducting a documented content strategy is foundation for successful content marketing.

1.3 Research Objectives

Objective of this study is to create a content marketing strategy and full end-to-end guide of content marketing for MyAgent, and by explaining all the theories understanding why existing content have not worked out, and to identify key factors how to create relevant content for target audience in future. Also, to implement successful on-site marketing requires deep understanding of sales funnel and customer lifecycle as each stage has different customer needs that marketers must consider in their planning processes. Again, this theory has been proven to work by the same brands mentioned above and many more. Thus, it is safe to state that customer lifecycle marketing is one of the corner stones of successful inbound marketing. Again, this independent study will cover all the details and theories of customer lifecycle content marketing later in chapter 4.

This said, marketers must know, what type of content potential clients consume on each lifecycle stage. Therefore, while identifying key factors why MyAgent existing content performed poorly, readers need also

understand that each customer phase must be dealt with unique approach, including objectives and tactics, but eventually all efforts should be integrated to serve the defined vision.

1.4 Scope of Research

This study is operational, and all decisions and actions are based on real figures. Therefore, readers need to keep in mind that, because it's not about big corporation with a large marketing department and multimillion budget but is a relatively new company with limited three M's, emphasis will be on on-site content strategy; excluding all paid channels.

Also, because of the given timeframe to complete this independent study and to stick to the given schedule, the emphasis will on situation analysis of the content, understanding the reasons why previous tactics haven't worked and how to implement on-site tactics better in future. Therefore, this study will be emphasizing processes of defining mission and vision statements, conducting performance overview, SEO audit, content audit, customer research, keyword research, setting objectives and understanding ROI of content marketing. In turn, because lack of time, processes of content ideation, content creation and selecting tactics for content promotion have been left out from this study.

CHAPTER II: THEORY AND RELATED RESEARCH

MyAgent is a Finnish startup company established in 2014. It is a business process outsourcing (BPO) company and it is based on business to business (B2B) service industry. Their service range involves outsourcing and delegating operations, responsibilities and business processes such as marketing and communication, content creation, customer service, sale support activities, IT- support, event management and planning, customer relationship management and business research.

As a BPO company, MyAgent business idea is helping business owners to focus on core competences. They are finding right assistants for their customers' needs to manage client's non-core business functions. This will ultimately help customers to grow their businesses, when they don't have to spend hours on every day repeating routine tasks, or when they simply lack expertise in certain field. Also, by delegating their tasks, they will avoid complex and time-consuming recruiting processes. Thus, outsourcing and delegating processes for third-party assistants can be the most efficient and cost-effective solution to expand business.

MyAgent target their services to niche market, consist of startups, private entrepreneurs and small business owners based in Finland. In BPO industry top-of-funnel leads acquisition can be a challenging process, as many businesses may not even have identified that they are in a need of assistance. Also, many entrepreneurs think they can manage everything by themselves rather than outsourcing tasks for third party members, or they are simply afraid of losing control over a certain task of their business.

MyAgent has high middle-of-funnel conversion rates, and they are strong at closing deals through personal selling. However, they do not generate leads enough, because lack of top-of-funnel tactics. They have identified there is a great demand for their services, but they need to generate brand awareness to utilize this market opportunity. They are hoping that improved brand awareness would eventually generate more monthly leads.

For these purposes, MyAgent have decided to implement content marketing as part of their overall marketing strategy. MyAgent concluded, that in terms of limited resources, the best strategic approach to communicate with target audience is via non-paid on-site content and they wish to transform their website myagent.fi into a content hub to build trust with target audience and eventually convert visitors into leads. They have implemented

several prior paid search campaigns, they have a corporate blog, and they have promoted content via LinkedIn and Facebook. However, no matter their great efforts, content marketing hasn't brought them any success.

Because of the failed attempts, they have now understood that they need to locate current content gaps and analyze site performance to understand why their prior online marketing efforts failed to succeed and identify content marketing success factors in future.

2.1 Characteristics of the industry

As an industry, BPO has evolved with time and the rampant innovation in technology and the BPO trend is accelerating. Originally, outsourcing was associated with manufacturing firms, but today even private entrepreneurs can outsource their business functions to professionals or utilize industry specific consultation from virtual assistants (Kimmel, 2015).

It is only logical that business owners do not easily let third party members to intervene their businesses, but when they consider such solution, the purchasing decision doesn't happen overnight. Customer journey from prospect to customer is a challenging process and creating trust through lead nurturing is key to success.

The exhausting process for BPO companies begins with introduction of the problem, by educating potential customers that they have a problem in their hands which need to be solved. Only after this, when the customers are aware about the problem, they need to be convinced that outsourcing is the best solution to solve the given problem. This doesn't mean yet potential customers would choose the introducer as their service provider, and the one who introduced the problem also must make sure that bottom-of-funnel tactics will eventually convert leads into customers and repeat customers.

New trends are raising to marketing playground, today mostly dominated by number inbound marketing tactics, in turn of decreasing role of outbound marketing techniques. Because cold-calling or set up a meeting with each prospect only to introduce the problem takes a huge amount of resources, today many BPO companies implement their tactics with alternative ways, such as creating relevant on-site content for their target audience. Also, numerous studies have pointed out, that content must be based on customer insights, rather than company-centric marketing messages.

Moreover, alternatively for personal selling or other hard-sale practices, now many BPO companies have started building trust through lead nurturing by providing potential clients timely and relevant content marketing. Building trust is the key to success in this industry, and as an addition to traditional techniques content marketing has become very valuable top and middle-of-funnel tactic to generate awareness, build trust and increase overall conversion rates.

In terms of content marketing, the great news for marketers who worked in BPO industry is that coming up with content ideas during the process of content ideation only sky is the limit. There are almost limited number of content ideas to pick from and build trust with potential clients. People who are looking to outsource or delegate their tasks, are likely first trying to search information about the "how-to-topics" themselves. And this is the time capture these potential customers, by offering them valuable industry knowledge and tips to educate them.

Yet, as the content marketing has become such an important marketing method, it has proven success, and is used by nearly 90% of businesses (Content Marketing Institute, 2016), then why MyAgent feel like their content marketing has been useless and ineffective? This, and much more will be answered in this study. However, before diving into this problem, first readers must understand the consepts of digitalization and content marketing.

2.2 Digitalization

After digital innovation and engagement emerged, businesses soon realized that to maintain their competitive advantage, they now must also utilize online. However, many businesses have been shocked how fast the process of digitization need to happen, or how transformational it needs to be. New technology has not only provided numerous new marketing channels for companies but has also been changing customer behavior and old buying patterns significantly in very short time.

What does digitalization mean concretely for businesses? It forces companies to pursue innovation to disrupt their own business model before the competition does. Without adapting new marketing strategies, there is a great risk of losing the competitive advantage in an increasingly commoditized world. As technology change

accelerates exponentially and new digital platforms and devices are emerging there is no time to lose. Furthermore, the expectations of the new generation of digital natives mean that businesses must identify new digital marketing trends or lose relevance (Erns & Young, 2011).

The implications of digitalization have led companies to face digital change, particular in areas such as increased competition, the loss over the customer relationship and the need to engage digitally with business partners, employees and suppliers in addition to customers. Resolving research problem of this study, perhaps the most relevant factor to consider is the rapidly changing customer needs and understanding how digitalization has influenced over customer lifecycle. How drastically has the 'balance of power' changed between companies and micro environmental factors due to new technology?

Porter's 5 forcers are a framework for company managers and marketers to analyze the global overview of 'balance of power' different markets between various types of organizations, and to identify the potential profitability and attractiveness of an industry sector. According to Porter's 5 forces the process of identifying strengths of a market position are based on five key forces: threat of new entrants, buyer power, threat of substitution, supplier power and competitive rivalry (Hanlon, 2016).

Porter's 5 forces framework was introduced first time in year 1979 and now after the impact of digital transformation it is important to understand how it holds up today for companies seeking to build or maintain share or the market. This brief analysis of Porter's key forces relationship to emerged technology is not industry specific and it only aims to give reader a general overview of how the marketing playground have changed due digitalization. It is good to keep in mind the fact that before rapid penetration of Internet usage companies held the power over buyers.

The first factor is threat of new entrants. This refers to the force of potential of new entrants into market that can affect company's power. The less money and time it cost for a competitor to enter a company's market and be an effective competitor, the more a company's position may be significantly weakened (Investopedia). As technology adoption grows worldwide, barriers to entry aren't as strong as they were. Today anybody can create a webpage from scratch in short time without any significant investments. Therefore, today many companies choose to practice their businesses only through digital channels, rather than investing any resources to brick-and-mortar stores i.e. the founder of Facebook Mark Zuckerberg launched world's most popular social media

site from his dorm room. However, the ability to enter an industry more easily also makes it more difficult dominate or sustain a position which can leads to the next force, the increasing threat of substitutions.

Threat of substitutes refers to the competitor substitutions that can be used in place of a company's products or services pose a threat (Investopedia). If there are available alternative products or services, then the threat of substitution increases, and company's power can be weakened. Developing technology drives new innovations

Threat of Substitution:
- How easy is it to find an alternative to this product or service?
- Can it be outsourced? Or automated?

Competitive Rivalry:
- What's the level of competition in this sector?
- What's the competitor situation?

Supplier Power:
- Examine how many suppliers are in the market?
- Are there a few who control prices?
- Or many so prices are lower?
- Do your suppliers hold the power?
- How easy is it to switch, what's the cost?

Threat of Substitute Products

Bargaining Power of Suppliers

Intensity of Rivalry Within the Industry

Bargaining Power of Buyers

Threat of New Entrants

Buyer Power:
- How powerful are the buyers?
- How many are there?
- Can the buyers get costs down?
- Do they have the power to dictate terms?

Threat of New Entry
- What's the threat to start a business?
- How easy is it to start up in business?
- What are rules and regulations?
- What finance would be needed to start-up?
- Are there barriers to entry?

Figure 2. Porter's 5 forces related questions (Smart Insights, 2016).

enabling the creation of new substitute alternatives faster than ever before being available online ubiquitously and not being limited or blocked by the distribution channels like before. Companies such as Netflix and Spotify have replaced CD's and DVD's by digital substitute products which have led industries like video rental shops and music stores to apply completely new business models in order to stay in business.

Also, the worldwide penetration of mobile devices enables companies like transportation network company Uber to compete with taxi companies without buying a single car (Chaffery, 2016).

Lower entry barriers and increasing treat of substitutes leads to higher competitive rivalry. Competitive rivalry refers to the number of competitors and their ability to threaten a company. The larger the number of competitors, along with the number of equivalent products and services they offer, dictates the power of a

company (Investopedia). Digitalization is shifting the world away from self-contained national markets toward integrated global market and substitutes are defying traditional products and services. Another significant factor to consider is that in addition to direct competition companies face now also increasing amount of indirect competition i.e. search engine optimization (SEO) managers from different industries can compete for same keywords (Chaffery, 2016).

Fourth force is power of suppliers. Power of suppliers addresses how easily suppliers can drive up the price of products and services. The fewer number of suppliers, and the more a company depends upon a supplier, the more power a supplier holds (Investopedia). While in certain industries suppliers can still hold considerable amount power and they are taking advantage of new technology, generally digitalization has made the supply chain far less relevant than before.

Low entry barriers, increased competition and high number of substitutions have led to a situation where power has shifted to customers and today the greatest focus of every business should be on buyer power. Customers have identified their favorable position and they are using the abilities new technology has given them: the power of searching, commenting, bargaining, recommending, re-selling, and making or breaking a products or services, from any location where they can plug their devices online. Now, because of this significant change in the balance of powers, businesses are continually re-evaluating how to learn from and engage the customers. According to a recent study, 89% of businesses are soon expected to compete mainly on customer experience (Kulbyte, 2017). This clearly indicates that customer-orientated content planning is, and will be in future, the determinant for running a successful business.

In a nutshell, Porter's 5 forces demonstrate that technology has shifted the balance of power from producers to buyers. It also points out that today businesses can lose their competitive advantage if they do not adapt utilization of digital media channels as part of their marketing strategies. Now, that there is a broad understanding on how technology have influenced the traditional model of Porter's 5 forces, next topic will discuss the concept of digital marketing and the rapid penetration and development of online medias.

2.3 What is digital marketing

When a company is launching i.e. social media campaign, majority of people will associate the term social media to digital marketing, because the promotional effort goes online. However, as a concept, digital marketing is much broader than that. History of digital media starts in 1896 when Guglielmo Marconi invented public transmission of wireless signals and after 10 years from that it was introduced to public. Shortly after this the first live radio broadcast was held from an opera performance. After hearing the broadcast most listeners enjoyed what they had heard and bought tickets for next show (Neilpatel). New marketing strategy was born implementing digital mediums and it was instant success.

Digital marketing is an umbrella term for any form of marketing that involves electronic devices i.e. promoting products or brands via one or more offline and/or online electronic medium. Offline digital marketing refers to promotion and advertising in electronic mediums such as electronic billboards, radio channels. SMS marketing, telemarketing and televisions that are not connected to Web. However, smart TV's are gaining more popularity and they can access Internet, which makes them mediums for online digital marketing. More specifically, online digital
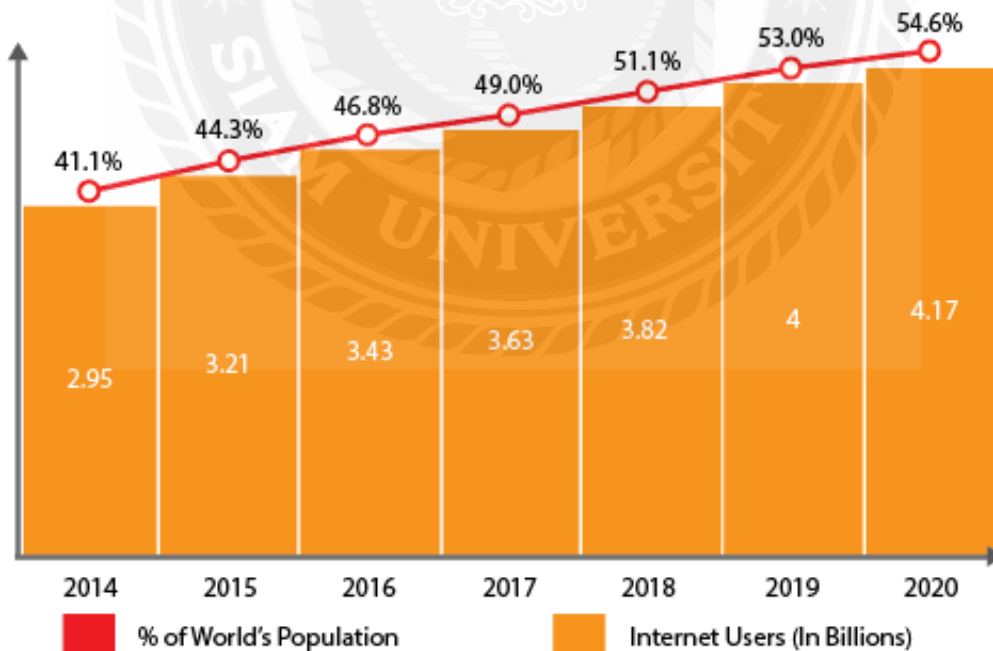
Figure 3. The growing percentage of Internet users compared to world population 2014 – 2020 (Staista, 2017).

marketing refers to all advertising and marketing efforts that use the Web such as Internet marketing, social media marketing, mobile marketing etc. (Alexander, 2016).

There are two key factors why online digital marketing has become a vital part of successful marketing strategy as offline medias have been steadily losing their popularity. Firstly, as discussed in previous chapter, worldwide internet penetration is rapidly growing and in 2017 the internet user penetration worldwide reached already 49.1 % (Staista, 2017). Secondly, internet users spend twice as much time online as they did a decade ago which have had a major impact to customer behavior. These two factors explain the increasing popularity of online marketing today (Alexander, 2016).
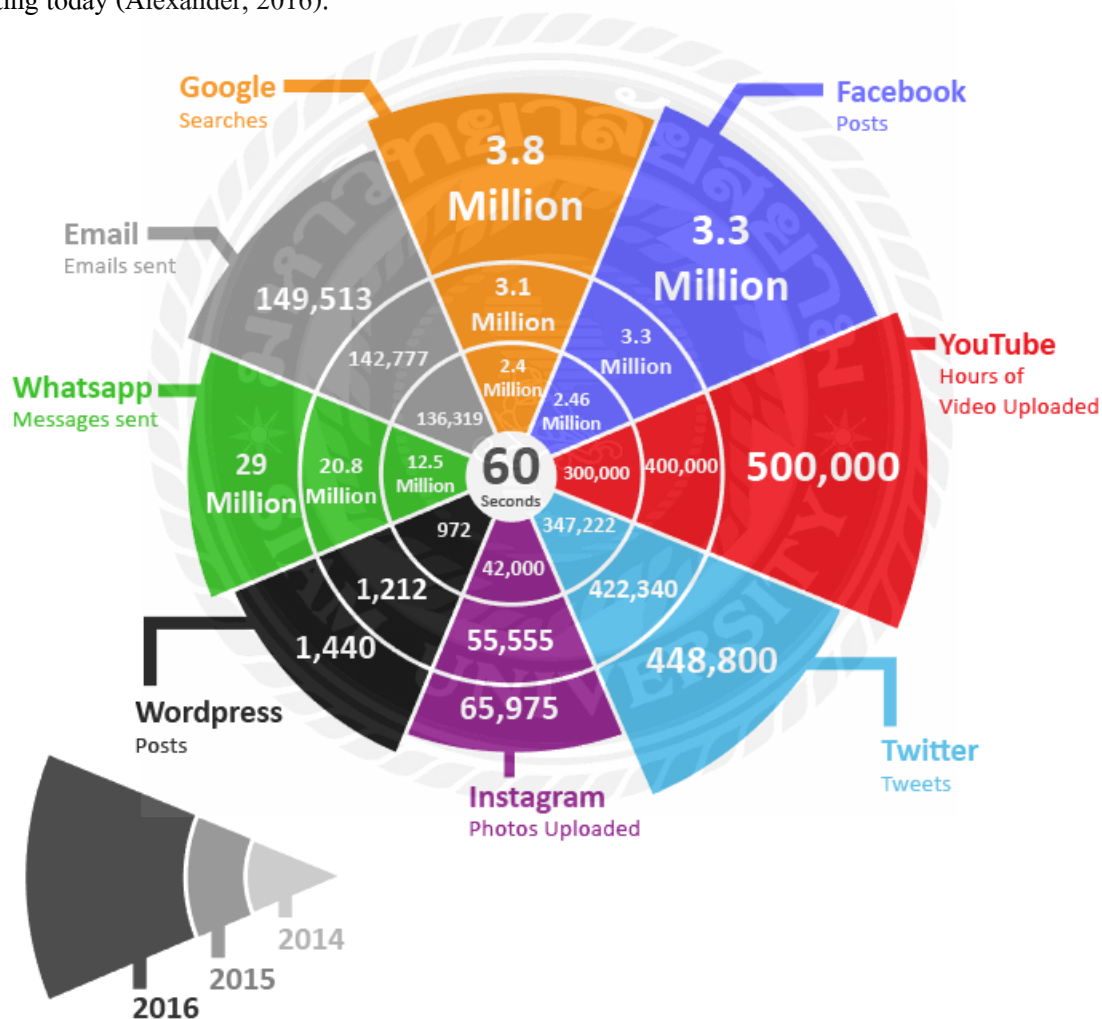
Figure 4. Infographic visualizes what happens on some of the most popular online platforms in every 60 seconds. It also points how the amount of digital content is growing year by year, from year 2014 to 2016 (Allen, 2017).

As the Internet penetration and its average daily usage are rapidly increasing, so it is the amount of digital content as well. Smart Insights has created a fascinating infographic that visualizes what happens in just one minute on the web. The amount of Google

searches, Facebook posts and WhatsApp messages etc. sent in 60 seconds is simply massive. Again, this proves the fact that online marketing and digital content offers a great opportunity for marketers. However, all that content and constant bombardment with messages forces businesses to face the fact that it requires quality content to compete online and to get their messages heard by right audiences (Allen, 2017).

In addition to the Internet usage, other notable factors for rapidly increasing popularity of online marketing channels are high return of investment that they offer for businesses, they also provide very specific customer segmentation techniques and numerous free analytical tools in Web that it gives marketers an opportunity to measure their online marketing efforts in real time. Especially for startup companies and small firms who often find it very difficult to enter new market and compete with bigger players due to their limited business resources and to reach customers online marketing is an excellent alternative to outbound marketing like running expensive TV commercials (Alexander, 2016).

This far the study has been discussing how digitalization has changed the traditional marketing playground and what type of toys marketers and managers can play with. The sandbox has expanded to a size of a whole yard and now there are much more people engaging the game and many new toys to play with. However, not everybody likes to toy with tractors and some might prefer playing with dolls which brings us to topic of content marketing.

2.4 What is content marketing

Most marketers have heard the buzz "content is the king" or "content is everything", but what exactly is the true meaning of content? In simplest terms, content refers to all marketing efforts firms do; how they communicate with their customers and readers, and what is their message, regardless of what form it takes, it is content. Every email, every Facebook publication, every landing page, and every product description are all examples of content. CEO of Portent Inc. Ian Lurie defined the concept of content in following way: *"Content*

isn't 'stuff marketers write to rank higher or infographics or long-form articles. Content is anything that communicates a message to the audience. Anything." (Lurie).

In turn, the concept of content marketing refers to the process on how businesses tend to use that content to communicate with audience, any of it, to meet their marketing goals. In the year 2016 lead generation and sales were the two most important content marketing goals of most B2B marketers, no matter what their effectiveness level is or whether they have a documented strategy and editorial mission statement. However, the goal could be i.e. customer acquisition, retention of existing ones, building brand awareness, or really anything else as figure 5 points out.

Although, content marketing hasn't been trending not until recent years, brands have been telling their stories to audiences for hundreds of years. The history of content marketing is rich, and merchants have been practicing earliest form of content marketing since 19th century. One of the earliest success stories of content marketing is from year 1895 when Deer & Company introduced a new magazine for farmers called The Furrow. The Furrow is a free educational magazine for farmers. The magazine was published in hopes of creating added value for target audience. Deep & Company provided farmers knowledge they needed to improve their farms and lives, instead of sending them catalogues of expensive products most farmers couldn't afford (Pulizzi, 2016).

Today, for over than hundred years, the magazine reaches 1.5 million farmers across 40 countries in 12 languages, making The Furrow largest farming magazine in the world. As before, it still aims to help its target audience by sharing them information to improve lives, answer nagging questions and solving problems. As a result, it is the most successful brand in agricultural equipment and they continue to reap the rewards of their cultural commitment to content marketing (Pulizzi 2013). The Furrow is still a model of content marketing that any marketer can continue to learn from.

2.5 Content marketing today

How is content marketing doing today? It is fair to state that content marketing is now at its peak of popularity as online media publishers are fighting for the attention of consumers. It can be seen how essential part of marketing it has become since businesses predicted it as the most important technique for driving incremental sales in 2017 (Allen, 2017). It has become a worldwide tactic for marketers, with roughly 88% of firms practicing it in 2016, and even more utilizing in this year 2017 (Content Marketing Institute 2017). In fact, every minute, i.e. 1440 WordPress blogs are published, and 500 hours of content are uploaded to YouTube as figure 4 pointed out, and that is a lot of content (Allen, 2017).
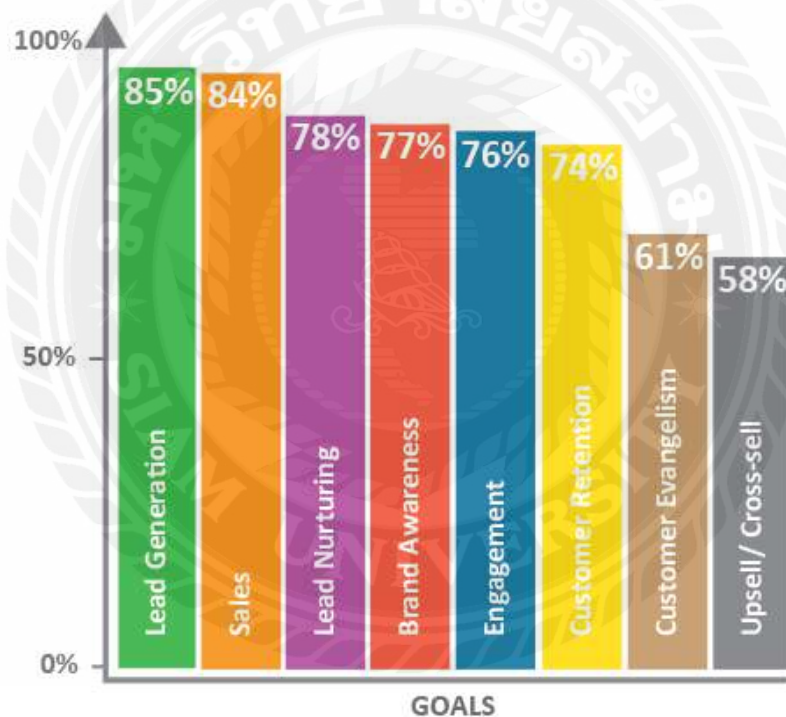
Figure 5. Organizational Goals for B2B Content Marketing 2016 (Content Marketing Institute, 2016).

In addition, according to an eMarketer, 60% of digital marketers are creating one or more pieces of content daily to further their cause and gain more brand exposure and saturation (eMarketer). These statistics simply proves that marketers can't ignore the influence of content marketing today.
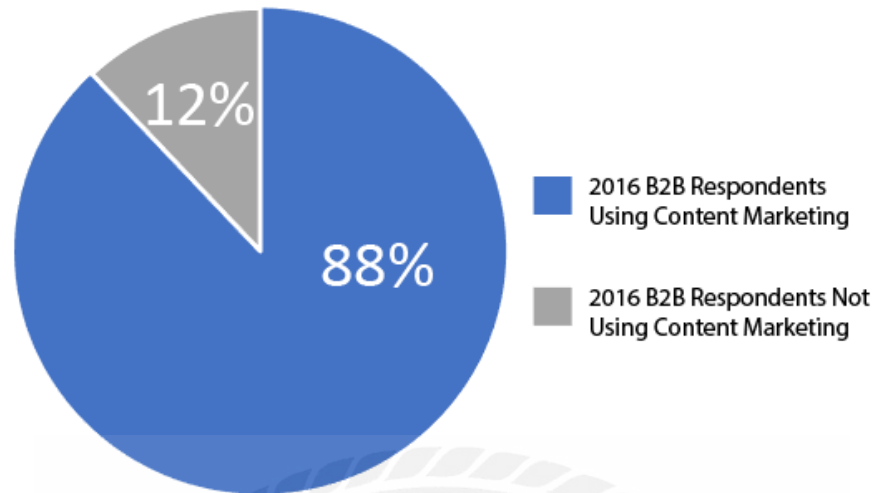
Figure 6. Study show that 88 percent of respondents said they use content marketing, according to Content Marketing Institute. (Content Marketing Institute, 2016).

Popularity of content marketing has led to high competition rivalry as online media publishers are fighting for the attention of consumers as demonstrated previously in figure 2. This forces marketers to become more creative to find ways to win attention of potential customers and to maintain existing ones. To maintain competitive advantage in such a highly competitive environment, it is crucial to constantly benchmark competitors and identify the current and future trends to understand where the industry is headed. The figure 7 demonstrates which content marketing tactics does most organization used for B2B marketing in the fiscal year 2016.

The world has fallen in love with nonmedia and businesses publish more digital content than ever before, but what are the benefits of implementing content marketing and how does it help to achieve goals? Moreover, despite business sector, can every company utilize it?
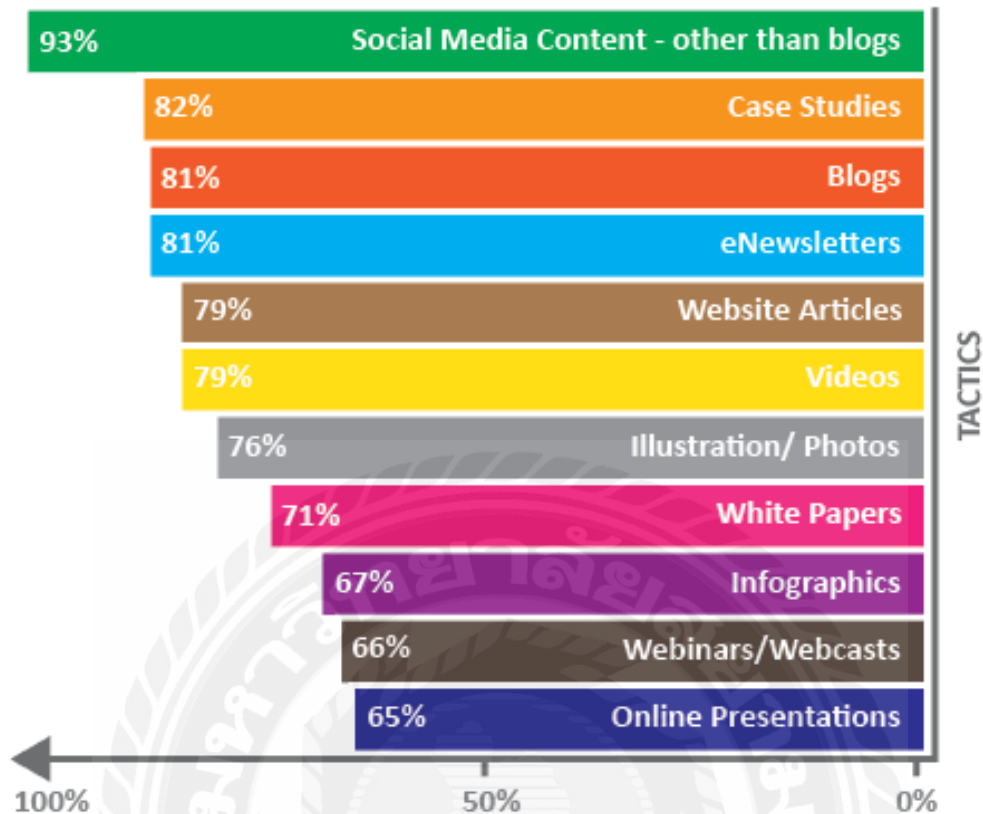
Figure 7. B2B content marketing tactic usage. Fewer than 50% of B2B marketers said they use the tactics shown in this figure. Average number of various tactics companies are using is 13. (Content Marketing Institute, 2016).

2.6 Benefits of Content Marketing

Content marketing is now at the heart of marketing and based on predictions it will gain even more popularity in future. What are the benefits behind this rapidly growing trend? And, if it's so popular, why not everybody is not doing it? The reason why some companies hesitates to invest to content marketing is because its benefits can be rather challenging to understand. There are two types of results content marketing can bring for businesses: intangible and tangible results. Intangible results refer to strong brand awareness, the level of respect admiration in the industry and indirect customer conversion. In turn, tangible results refer to those benefits that are easier to measure such as site traffic, improved SEO and direct conversions.

Every company can benefit intangibles and tangible results and there's no such thing as a bad industry for content marketing, simply because there is always a nice for every product and/ or service. Organizations in any business sector can use content as a part of their overall marketing strategy. Even traditional, "un-sexy" industries, like manufacturing, can still provide insights on industry developments or just make their industry more approachable and relatable to target audience (Demers, 2016).

2.6.1 Intangible results

The first intangible is gaining stronger brand awareness, giving customers something to discuss about. Viral marketing has always been marketing gold for brand awareness and great content spreads fast in Web. It means the process of creating content that inspires potential customers to share it with their social circle, to help building brand recognition. When people are chatting positively about one's brand, they have become so called "brand messengers", meaning that in the process they are teaching each other, sharing recommendations and links about one's business (MOZ). Social shares are very important KPI to measure popularity of published content.

The second intangible is the level of respect admiration in the industry. It refers to the process of building and earning trust of the target audience. When creating content, marketers need to be very patient, because earning the trust of audience is a time-consuming process, but in the end absolutely worth it. The goal of all efforts to prove knowledge and integrity is to become guiding light that target audience turn to when they don't find answers elsewhere.

However, still many companies think quantity goes over quality, in other words they do not care about the quality of their content and they are giving poor, misleading information, in hopes of getting clicks. People do not know what information can be trusted and this which creates lots of confusion and frustration amongst visitors. Thus, creating high-quality content is key to stand out from the crowd, being the guiding light in the dark. This earned authority then transfers to products or services and customers are much more likely to choose company with higher authority over the competition (Content Marketing Institute, 2016).

Indirect customer conversion refers to the creation of content that targets potential customers and aims to shorten the gap between those customers and products. If the content style is hard or of soft selling, it is more likely that people who were exposed to this content are making purchase later from the company who is utilizing indirect customer conversion as part of their content strategy.

2.6.2 Tangible results

As mentioned before, there are also various tangible results that are much easier to measure that intangibles. First, and the most important intangible is site traffic and when running online marketing, the importance of traffic is crucial, and not only the number of visitors but more importantly the overall quality of the traffic. Creating great content will bring added value for customers and it will increase the site traffic and today many companies have realized that success of their businesses may depend on it.

The second tangible is improved search engine optimization (SEO). There are great number of ways how content benefits SEO. Therefore, it is fair to state that SEO is all about content marketing because without content, what is there to optimize for search engines? In summary, quality content draws editorial links, which tell search engines the site's authority and importance. Search engines will also crawl the site content, understanding what the site owner's business is about, allowing it to return site for more relevant queries including numerous long-tail queries (Content Marketing Institute, 2016).

The last tangible is direct customer conversions. Yes, content marketing is not only great way to implement non-aggressive soft selling marketing techniques, but also to capitalize harder selling techniques for direct customer conversions. I.e. product descriptions, case studies and/ or price guides that convince potential clients about the superiority of one's product or service and how they can level customers up, are extremely effective ways to get customer numbers up (MOZ).

Managers need to understand that when their marketing staff start creating and publishing new content these benefits are not going to show immediately. Content marketing is often referred to as how flywheel works. Jim Collin's described the flywheel in his book *as "a mechanical device that generates and stores energy Content marketing is a wonderful example of what's referred to as flywheel; describes the flywheel, a mechanical device that generates and stores energy. Through a lot of hard work and persistent effort in the beginning, a flywheel*

slowly builds up momentum as it rotates and picks up speed. This momentum grows and develops more and more energy until, before very long, it becomes a virtual powerhouse." (Collins, 2014).

This said, flywheel is a perfect example of how content marketing works, and therefore it is sometimes referred as flywheel marketing. At first, it takes time and effort to get the wheel turning, and it is important that managers don't let this fool them. Over time the wheel's own momentum lessens the effort required to see the same results. Managers shouldn't expect results the next day, but through clear, concise and consistent planning, content marketing will gradually build momentum and realize long-term success.

As it can be seen from figure 10, many marketers have those initial moments of success, but then they see their site traffic to decrease to back to previous levels and they give up just before the real traction begins to take hold.
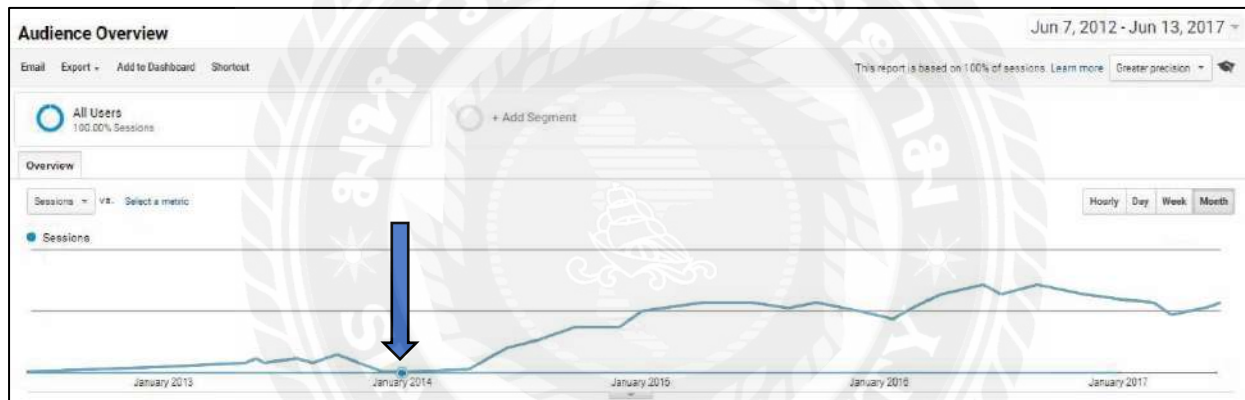
Figure 8. Example of Google Analytics audience overview and when company starts implementing content marketing. The blue line represents company's website traffic and demonstrates the early point where many companies give up. However, if they remain patient, after this line content marketing efforts will start bear fruit (MOZ).

In addition to flywheel marketing and what been discussed in this chapter, there are many more intangibles and tangibles companies can benefit from. Just how many benefits content marketing can bring is dependent on the marketing goals which defines meters of 'success' for each company. Some argue, that content marketing can be even efficient way to boost team coordination. However, keeping in mind the scope of research problem, only the most relevant benefits were introduced in this chapter. In summary, every company can benefit

intangibles and tangible results and utilize content marketing strategy as a part of their overall marketing efforts, but it will take time to take effect.

2.7 What is content marketing strategy

To achieve consistent tangible and intangible results through content marketing, marketers need to come up with set of marketing tactics. However, publishing random content does not result success, but more likely it causes negative impacts to one's business. Content without a purpose or without an identity will only confuse the audience and consume company resources. That's where content marketing strategy comes in: content marketing strategy is the planning process of any marketing content. While it is very common mistake to mix up the terms of "content strategy" and "content marketing", they are two different practices consisting of whole different components. Understanding the differences between these two processes and planning how they work together effectively, is one of the most crucial relationships to understand for one's business to succeed online and beyond (Secrist, 2015).

Content strategy is all-inclusive while content marketing refers to a single part of an overall content strategy. A content strategy is ultimately a company's blueprint that lays out precisely how its onsite/offsite content will be used to achieve marketing objectives. It focuses in delivering strategy and recommended tactics to implement, while content marketing refers to the execution of marketing strategy, determining what assets to have, creating and marketing them (Hess, 2016).

Figure 9. Relationship of content marketing strategy and content marketing. Content marketing strategy is about of how and why content will be created, whereas content marketing focuses on the execution of tactics. Content strategy overlaps with content marketing, because where the strategy ends, content marketing begins (MOZ).

CHAPTER III: METHODOLOGY

Because of the given timeframe to complete this independent study and to stick to the given schedule, the emphasis will be on situation analysis of the content, leaving out content marketing processes such as content ideation, creation and promotion.

3.1 Data Collection Procedures

Research methods are based on existing customer data, web success metrics, key performance indicators (KPIs), search engine algorithms, customer lifecycle content marketing theories and new customer insights that was gathered during the customer research. Each data collection procedure and theory are explained in chapter 4.

In this study all data is based on real figures and has been collected using various web analytic tools and interviews. KPIs were gathered and analyzed using web analytic tools Google Analytics, Google Keyword Planner Tool, Google Search Console, SEMrush tool, Moz Open Site Explorer, Moz Bar, SERP Checker Tool and SimilarWeb. All key metrics are explained in chapter 4.

Google ranking factors are based on official Google statements, on how their search engine algorithms work. To support these theories, this study has also taken into consideration proven SEO experts' theories, how to rank in Google. All these theories are explained during this study, and Google rankings have been monitored in real time with Moz Open Site Explorer, SERP Checker Tool and SEMrush. In addition, optimizing meta tags were completely based on the methodology and rules based on Google guidelines.

For the purposes of analyzing the domain site structure, blog and HTML elements, a WordPress content management system was used to find the faults of MyAgent domain and their blog. Also, to find content gaps in their website for content and SEO audits, MOZ crawlers were used.

Keyword research was mainly conducted by Google Keyword Planner, to identify search volumes, competition and bids of given keywords. To find out which keywords competitors were ranking, SEMrush and SimilarWeb tools were used.

3.2 Target audience interviews

In the end of chapter 4, more traditional customer research methods were used. As part of this study, a questionnaire was planned to find out customer preferences and their pain points, in order to target right content for customer groups in future.

3.2.1 Population and sample size

In order for the survey to be representative for an entire *population*, researchers need to calculate the number of respondents. However, first step was to determine the population.

Population consists of Finnish startups, small and medium size business owners. For obvious reasons it would have been impossible to survey all startup, small and medium size business owners of Finland. Thus, a sample of these business owners are the solution for this issue. A sample is a selection of respondents chosen in such a way that they represent the total population as good as possible.

Potential responders were first chosen from a public Finnish company register. First the companies were sorted by the sales revenue, leaving out companies with revenue more than 10 million euros. To make sample size even smaller, companies outside Helsinki (capital city of Finland) were left out. These companies were then contacted via email, would they be willing to participate to a research. After 100 business owners accepted, the sample size was limited to that number.

3.2.2 Research Design

Research design was originally planned to be qualitative research and having on depth one-on-one interviews with interviewees via Skype-application. However, two first interviews pointed out that it would have taken too much time to carry out hundred interviews in given timeframe. There were some major issues organizing these interviews, mainly because of five-hour time difference between Thailand and Finland. Top on that, there was also internet connection problems that seemed to frustrate interviewees which had an impact on their answers.

After few interviews research design was changed to quantitative research. A questionnaire was sent via email for those business owners who agreed to participate to this research. They had one-month time to answer to those questions and then send answer back.

It was expected, that many companies would forget or simply would be too lazy to answer the questions this way. Therefore, these questionnaires were sent now over two hundred companies, in order to get hundred replies back. And eventually it worked. The questionnaire can be found in chapter 4.

3.3 Multi channel data collection

Interviews were just a small part of this study. This study is emphasizing that resolving the research problem will require a set of methods that form content strategy together, as discussed in previous chapter, as well as understanding KPIs and the given web analytical tools. These methods are: aligning mission and vision statements with content, conducting performance overview, SEO audit, content audit, customer research, keyword research, setting objectives and understanding ROI of content marketing. Only after the given processes, high-quality, relevant and targeted content can be created and promoted.

CHAPTER IV: DATA ANALYSIS AND RESULTS

Because the amount of collected data and the structure of the study, this chapter will combine data collection procedures, data analysis and both results and finding.

4.1 Literally review

Online marketing is based on constantly developing technology, and because technology is developing in such fast pace, it is only logical continuum that those significant elements in digital marketing sector, such as search engines, are constantly evolving and changing their operating principles and ultimately getting smarter. Because of the given situation, finding high-quality and up-to-date information today about content marketing, digital customer behavior or other online trends through search engines is incredibly easy.

Traditional hardcover books can't simply follow the rapidly changing trends, and therefore, the literally review of the research problem will be in most parts based on Internet sources such as studies, guides, eBooks, infographics, trend reports, professional blogs and articles dealing with content marketing planning and implementing processes. The information will be gathered from various sources were then compared to each other and critically evaluated to form a coherent and logical whole.

4.2 Mission and vision

Businesses of all sizes, from small business owners to multinational corporations, regardless of where they stand in the business life cycle, will need goals to make them push forward, get motivated to perform better, and maintain the success of their businesses. This said, any content marketing process should begin with defining vision and mission statements and align content with those statements and plan set of long goals to get closer to defined vision and mission (MOZ).

A mission statement is defined to describe organization's overall intention, while a vision statement is intended to describe how organization would appear in a future successful state. In other words, together they create a mental image of the future state that the organization wishes to achieve. Thus, they give timeless, overarching principles that express the company's reason for being, to be effective and grow (SHRM, 2013).

4.2.1 MyAgent mission statement

There are numerous BPO companies in the world, but MyAgent sets itself apart with a mission statement that goes beyond outsourcing operations and responsibilities: To empower every person to enjoy success and to free up time for better everyday life. Mission statement combines both, the values that everybody has an opportunity to grow a successful business, and the values that everybody now has a chance to free up their time to improve their quality of life.

4.2.2 MyAgent vision statement

MyAgent's vision statement goes well hand in hand with their mission statement: To become the guiding light for businesses of all sizes when everything else is simply contributing to confusion." MyAgent is promising their clients to always be their trusted friend to help them overcome all obstacles and grow their business, when otherwise they would find themselves in a situation being exhausted and uncertain. In addition, this statement is differentiating them from competitors, who are stated to "simply contributing to confusion".

4.3 MyAgent content marketing goals

Every marketing campaigns need to work out a set of goals, of how they will help a company to get closer to its future successful state. MyAgent have two primary goals for its content marketing campaign:

- Generate brand awareness
- Generate leads

The given goals are later chopped into more specific content marketing objectives. In this point, it is enough to know what for content marketing will be implemented, so marketers will know where to focus during current performance analysis and content audit. Only after these processes, and after conducting customer and keyword research, it is possible to set objectives to achieve those goals, that are specific, measurable attainable, relevant and time bound-bound.

Note, objectives can be found from appendix section.

4.4 Overview of how brand is perceived

Before jumping into current performance analysis, marketers must identify how is the brand currently performing in terms of its mission and vision statements and what are its specific value propositions and core competencies. MyAgent started out as a well-respected BPO company in 2014 and their services are more secure than most competitors, i.e. offering a risk free assistant trial, and as a result their current customer base is mostly startups and mid-level investment firms who have decided to delegate non-core tasks to third parties, but who the love the security and are looking to keep tight control over these tasks.

Recently, MyAgent been excited about the idea of investing more in the marketing, specifically in online, so they have decided to implement content marketing as part of their overall strategy. Now, next step is to conduct on-site performance analysis, identifying what is and is not going well with the brand's current content, and more importantly, does the current content support how MyAgent's mission and vision is perceived?

4.5 Performance analysis

As any marketing campaign, also content marketing strategy should be always started by situation analysis. This will indicate marketers how their prior efforts have performed, and are there any major flaws, that need to be done better in future. Because this study focuses on-site marketing, performance analysis will only measure key performance indicators of the root domain myagent.fi.

4.5.1 Domain and page authority

A great way to start analyzing a website's overall performance, is by checking its domain authority (DA) score. DA is that statistical measure which is used to find out the reputation of a certain website, based on algorithm and combination of all link metrics. DA score ranges from one to 100, with higher scores corresponding to a greater ability to rank in search engines. Score is calculated by evaluating linking root domains, number of total links, into a single DA score. This score can then be used when comparing websites or tracking the ranking strength of a website over time (MOZ).

In addition to DA, Open Site Explorer also offers other valuable authority and page link metrics for marketers to understand their website overall popularity and performance better. These other authority metrics include: page authority (PA) and spam score. Page link metrics includes: Just-discovered links and established links.
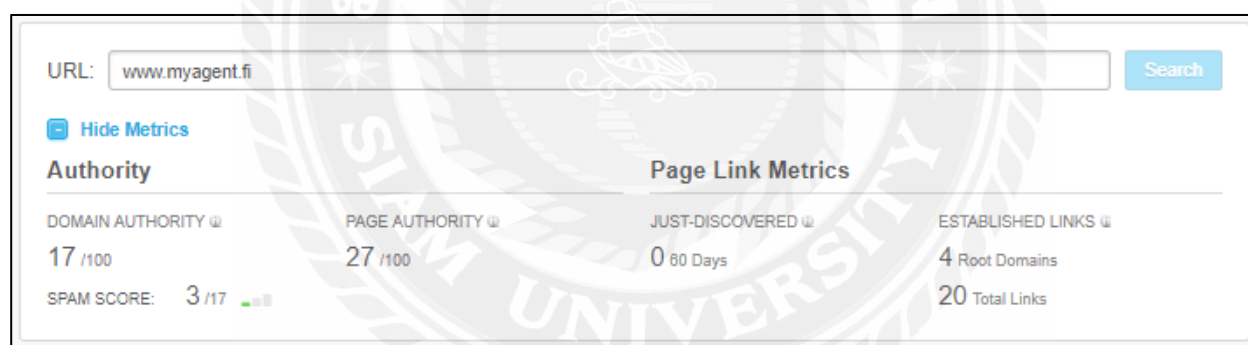
Figure 10. MOZ Open Site Explorer www.myagent.fi authority and page link metrics.

Running a page authority test with MOZ open site explorer tool showed that the root domain myagent.fi DA score is 17, in scale of 0 to 100. Which means DM score is very low. DA as low as 17, will result in huge losses of traffic and ranking. However, the good news is, it's significantly easier to grow DA score i.e. from 20 to 30 than it is to grow from 70 to 80.

PA measures the strength of individual pages. The difference between page authority and domain authority is rather significant as page authority is the ranking potential of a single web page whereas domain authority tells us about the overall ranking potential of the entire domain or subdomains (Small SEO Tools). Myagent.fi PA is

only 27, that will result in losses of traffic and ranking. However, it is the strongest page of the entire domain of myagent.fi.

4.5.2 Root domain link metrics

Just-discovered links is telling the number of links to a certain page, found over the past 60 days. It helps to identify recently created URLs and links. This data can be used to manage brand and understand the page conversations better (MOZ).

The number of just-discovered links of myagent.fi is 0, which tells that there have not been any link activities in last 60 days.

Established links refer to root domain links and total links of a given website. Root domains shows the number of unique inbound links containing at least one linking page to the given URL. Two links from the same website would only be counted as one linking root domain. Thus, the more connected website is to the greater the authority the search engines will consider that site to have (MOZ).

The number of root domains links of myagent.fi is as low as 4, which indicates their website is not popular and they haven't practiced any prior linking building activities.

Whereas root domains show the total number of unique inbound links, total links refer to all links in given website. Total number of links in a certain page include: internal, external, followed and no-followed links. This can give marketers a clear picture of root domains link structure. The total number of myagent.fi links are 20, which indicates the lack of link building activities, external linking and social sharing.

4.5.3 Spam score

Spam score is telling the number of spam flags that were discovered for certain subdomain. The score is simple, it just records the quantity of spam flags the subdomain triggers. Correlations have showed that no flag was more likely than others to mean a domain was penalized or banned in Google, but firing many flags

had a very strong. Spam score breaks down in three risk groups: Low risk, medium risk and high risk. Low risk is 0 to 4 spam flags and no actions are needed. Medium risk is 5 to 7 spam flags, and some action are recommended to prevent the risk of getting penalized by Google in future. High risk is 8 to 17 spam flags, and actions are needed, because a subdomain is penalized or banned by Google (Fishkin, 2015).

Spam score of myagent.fi is score is 3, in scale of 0 to 17. It goes under low risk category and this far, it is the only score that doesn't require any extra attention.

4.5.4 Website key performance indicators

After measuring the site's DA score, next step is to dig a bit deeper for more specific data from a given website. For this, there is a free analytical tool Google Analytics. Google Analytics is a free web analytics service offered by Google that tracks and reports site's key performance indicators (KPIs), which are measurable values that demonstrates how well a website is achieving its goals, (Klipfolio) i.e. number and characteristics of visitors coming to a website/ single page, which keywords are getting them there, where are they coming from and how convincing a landing page truly is etc. However, this analysis focus on generic data, and later, conducting a content marketing audit will drill down deeper into existing site content performance and popularity.

Analysis of the overall performance of myagent.fi will be based on KPIs and setting timeline is January 1st, 2017 to August 23rd, 2017. In this point, it will be enough to have a quick glance of myagent.fi audience, acquisition and behavior reports.

4.5.5 Audience report

Google Analytics audience reports provide an in-depth look at your community's traffic and the behavior of users after they arrive. It also provides a graph that displays session in given time line. Supplemental

to the graph, you are provided a table of the following raw statistics: Session, users, pageviews, pages per session, average session duration, bounce rate and new sessions.

Firstly, Google Analytics defines a single website visit to as a session. The number in this report, 2,948 sessions, is the total number of sessions for a given date range, from January 1st, 2017 to August 23rd, 2017. A single user may have generated multiple sessions and that's why the total number of users, 2,376 users, will always be lower than the total session count (Englishby, 2016).

Figure 11. Google Analytics www.myagent.fi audience overview.

The "good" number of sessions depends on the size of a niche. However, the graph shows that the number of sessions has gone steadily down, when on January the number of sessions was 759, on the July it was 257 and going even more down on August. This drop is explained of turning down Google AdWords search paid campaign on the end of February. However, turning down the paid search was a right decision, because there was no keyword research behind it nor relevant content to match queries. Stats showed that search paid campaign bounce rate was very high, 85.41 percent and average session duration only 20 seconds (Chapdelaine, 2016).

The total number of website pages viewed are called pageviews. Unless specified, these are not unique pageviews, i.e. the same page can be counted multiple times within a single user session. Therefore, unique pageviews are better KPIs to measure the overall popularity (Englishby, 2016).

Pages per session and average session duration are described as engagement metrics, because they show how well visitors are engaged with the site content. Pages per session is the number of pages on average that users

visited during a single session, whereas average session duration is the average length of time a visitor spent during a single session.

Bounce rate is used to describe the phenomenon, when a user visits a site, and then leaves again without visiting any other pages on that site or triggering any events. High bounce rate is generally considered bad, while a high number of pages per visit is good, which is not true in all cases. I.e. if visitors can find everything they are looking for from the landing page, bounce rate is high, yet the website is performing well. However, then average session duration should be high as well. In turn, if pages per visit is good, but average session duration low, this means visitors are bouncing from one page to another and having difficulties to navigate or finding the information they need (Englishby, 2016).

On myagent.fi average session duration is 58 seconds and bounce rate is 70.28 percent. The bounce rate is very high, but the question is, does the landing have all relevant content visitors need, so that visitors don't need to navigate any further? To find out, 10 people were selected to open myagent.fi website the first time and read the entire page content and each performance was clocked. The average time was 3 minutes 20 seconds, that is over three times higher than the average session duration 58 session. Based on this simple test and average session duration, website content is not optimized for its audience, and therefore doesn't generate interest or feeling of relevancy among its visitors (Chapdelaine, 2016).

Figure 12. Google Analytics www.myagent.fi new visitors versus returning visitors.

Lastly, the new versus returning visitors pie chart can be useful, especially when measuring whether a content strategy has increased the ratio of new visitors on site. It simply tells the percent of new visitors and returning visitors for a given time range.

The large number of 77.8 percent new visitors and low number of returning visitors 22.2 indicates that is not worthwhile to visit myagent.fi website more than once, which means 77.8 percent didn't find what they were looking for or simply didn't consider the content interesting, thus never came back. Note, that blog is a great way to generate interest and make visitors return to the website.

4.5.6 Acquisition report

The acquisition overview shows the main sources sending visitors to a website, as well as the associated acquisition, behavior and conversions data for each source of traffic. Google is named these traffic sources as top five channels. In addition, if goals have been set up, the report will show how well each channel drives conversions (Hines, 2014). As important as it is to know who comprises the website audience, it's equally important to know how audience finds the website. This allows marketers to focus their efforts on bringing more traffic through the optimal channels (Kucheriavy).

Figure 13. Google Analytics www.myagent.fi acquisition overview.

Before analyzing traffic sources of www.myagent.fi, the first task is to break down the meaning of each channel. A channel is a Google's term for groups of similar types of website traffic. As it can be seen from the graph above, these include five top channels:

- Organic Search. It refers to visitors who come to a website through search engines, such as Google or Bing.

- Paid search. It refers to visitors who arrive to a website through paid search such as Google AdWords paid search campaign.

- Direct. It refers to visitors who arrive to a website without a traceable referral source such as typing website URL into address bar, through newsletter or using a bookmark on their browser.

- Referral. It refers to visitors who arrive to a website from another site by clicking on a link. Note, these links are called inbound links and the quality of these links is valuable SEO factor.

- Social. It refers to visitors who arrive to a website from a social network such as Facebook.

Direct traffic brings the highest number of sessions, 1,028 sessions, to myagent.fi. This indicates majority of visitors who arrive on the website are already familiar with their brand. Other notables KPIs include: Bounce rate that 87.06 percent, average session duration is 45 seconds and number of pages per session is 1.2. These KPIs indicates that visitors who are searching for agent.fi website are not spending much time on the site and they do not navigate from landing page to another page.

Organic search brings the second highest number of sessions, 775, to myagent.fi. This is a very low number of searches for a given date range of almost eight months. This clearly shows, that the website does not have much any search engine presence and to bring more organic traffic on site, SEO tactics need to put use. Other KPIs include: Average session duration 1 minute 40 seconds, bounce rate 87.06% and pages per session 1.53. Average session duration is almost two times higher than the second highest channel's 52 seconds, making organic traffic quality higher than other channels. However, bounce rate is incredibly high, meaning that most visitors leave after right after landing a page.

Referral brings the third highest number of sessions, 719, to myagent.fi. Referral traffic is usually high-quality if it comes from respected website that are related to destination URLs industry. Referral traffic has the highest pages per session and after organic search, it has the seconds highest session duration of 52 seconds. Unfortunately bounce rate very high as is the case in other channels too, with bounce rate of 85,49 percent. Myagent need to consider outreaching tactics such as link building as part of their content promotion, once they start publishing high quality content on their website.

Social traffics brings the lowest number of sessions, only 193. Average session duration is 24 seconds, bounce rate 85,49% and pages per session 1.18. This simply means MyAgent is not active in its social media channels, and those visitors who has visited their page through social media, haven't found anything relevant or interesting in their site. Again, as part of content promotion, MyAgent should start publishing its blog postings and any other relevant content to its social media fan bases.

The paid search number of sessions only show 223, because as mentioned previously, Google AdWords campaign was shut done due to its weak performance of, having a very high bounce rate 85.41 percent, low pages per session 1.65 and average session duration as low as 20 seconds. Google AdWords campaign can bring high-quality traffic on website, but the campaign needs to be planned carefully. This include precise keyword

research and setting goals to measure conversation rates. Otherwise, it is almost impossible to say whether the money invested in paid search campaign is bringing high-quality traffic or not.

As mentioned, in addition to measuring KPIs of each traffic channel, acquisition reports also provide marketers to set up goals for not only their paid search campaigns, but also to all the other channel on website to measure the success of on-site marketing efforts. MyAgent haven't utilized this important feature, and as part of their content strategy, they need to set up goals on their website to measure and control their on-site marketing efforts in future.

4.5.7 Behavior report

Just as audience overview, the behavior overview report provides a graph showing the amount of traffic a website receives and some additional metrics, namely unique pageviews and percent of exit. However, behavior reports focus on individual pages on a website rather than the whole website, i.e. showing the most-viewed pages and in-page click data used by visitors. This allows marketers to discover what content visitors prefer and dislikes. This data is a gold mine for marketers when they conduct a content marketing audit. Utilizing this valuable data can lead to higher quality content, improved SEO, better user experience (UX) and conversion rates, among other positive benefits (Chapdelaine, 2016).

Analyzing myagent.fi root domain pointed out, that only the homepage is linked to Google analytics account, and therefore Google Analytics can only break down the traffic on homepage. The other pages, that haven't been linked to Google Analytics account are: myagent.fi/referenssit/, myagent.fi/yritys/, myagent.fi/tarina/, myagent.fi/tyontekijat/, myagent.fi/kumppanit/ and myagent.fi/faq/.

Figure 14. Google Analytics www.myagent.fi behavior overview.

Another great feature of behavior overview is the user flow report. It is number of web pages that show how a visitor moves one from site to another and steps how a visitor performs a particular task during a website visit or other UX process. Users flow helps to identify traffic patterns, high traffic pages, and high drop-off pages – the bounce rate pages. As mentioned, MyAgent haven't linked other pages to Google Analytics than its home page. Therefore, user flow report shows 100 percent drop-off after starting page, which is homepage (Crestodina, 2015).

In addition to behavior flow and the fact that all pages excluding the home page are not tracked, report also showed, that there are numerous unrelated pages on their behavior overview i.e. /showbutton.to, /google-liar-ru-spam-in-analytics/, /news/google-g/ etc. This is called referrer spam. It is a unique type of spam content that is visible through the web analytics dashboard, generally only to a website administrator. If it does not stop in future and it keep on coming with higher volumes, it can disrupt marketing analysis, and/or it cause a higher server load and weaken SERPs. Therefore, it needs to be monitored in future. If spamming continues in higher numbers, counter actions can be taken, i.e. spam can be prevented by blocking related URS (Jones, 2015).
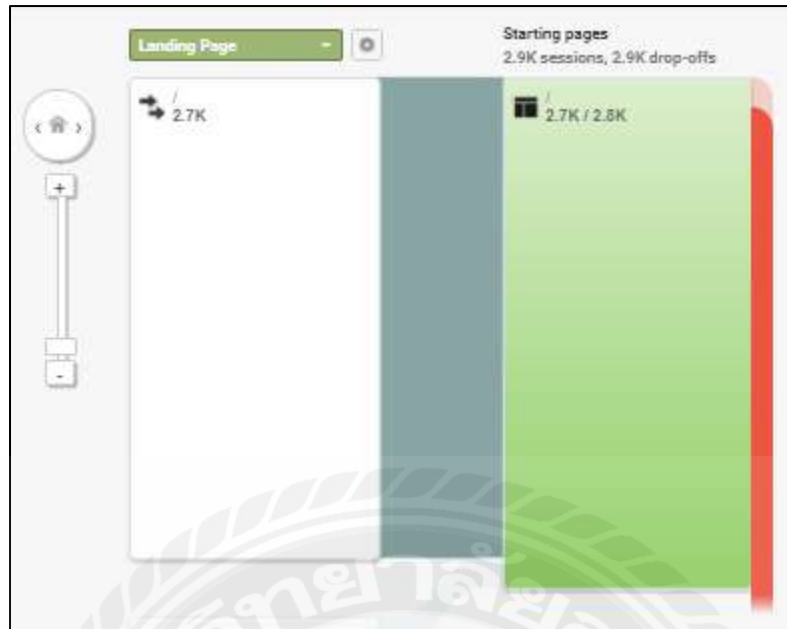
Figure 15. Google Analytics www.myagent.fi user flow.

4.5.8 Keyword ranking overview

To understand current keyword rankings, Google Search Console's search analytics function is a great tool to find the top keywords of a given website and the site ranks with each key term. Especially, if a company has an on-going SEO strategy, search analytics can show whether or not keyword targeting is making any progress. Data is based on clicks, impressions, click-through rate (CTR) and position of a certain search query. It delivers insights into how a website is performing regarding the overall organic search traffic from Google (Adam, 2015).

The disadvantage of Google's search console is that it only allows to show data from last 90 days. However, there are other freemium tools, such as SEMrush keyword research tool for SEO, that will show all-time top keywords of a particular site and a lot of addition data for SEO.
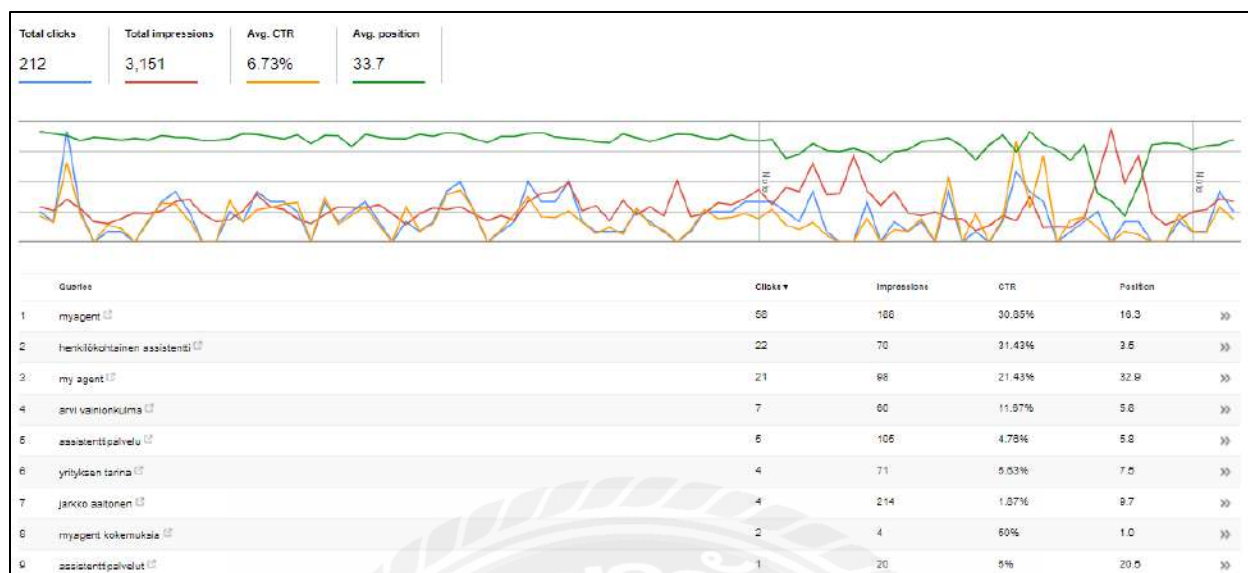
Figure 16. Google search console myagent.fi search analytics function

In addition to prior tools, there are also such tools available as SERP.com keyword rank checker, that allows marketers to survey a specific keyword rank. In the beginning of SEO campaign, marketers can get the understanding how they rank with a given keyword, so they can decide whether targeting a specific term of phrase is worthwhile the effort and they don't have to do it manually, which can be very time-consuming process.

	Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Results	Trend	SERP	Last Update
☐	assistentin palkka	34 (37)	70	78.21	0.22	www.myagent.fi/tilausehdot/	< 0.01	0.00	0.22	40,000			13 Aug 2017
☐	kirja-arvostelu malli	40 (44)	90	59.58	0.00	blog.myagent.fi/...iikko/	< 0.01	0.00	0.06	251,000			12 Aug 2017
☐	isolta arkhimedes	44 (43)	20	67.58	0.00	blog.myagent.fi/...nossa/	< 0.01	0.00	0.08	5,000			12 Aug 2017
☐	kannettavatietokone.fi kokemuksia	95 (91)	50	80.71	0.49	www.myagent.fi/faq/	< 0.01	0.00	0.48	39,000			14 Aug 2017
☐	powerpoint harjoituksia	81 (93)	40	78.09	0.00	blog.myagent.fi/...seksi/	< 0.01	0.00	0.02	23,000			12 Aug 2017
☐	kotoa käsin tehtävä työ	89 (85)	50	88.23	0.93	blog.myagent.fi/etatyo/	< 0.01	0.00	0.81	204,000			13 Aug 2017
☐	ilmainen powerpoint	60 (73)	90	84.12	0.00	blog.myagent.fi/...seksi/	< 0.01	0.00	0.15	54,000			11 Aug 2017
☐	konsta saunat	58 (57)	40	52.28	0.25	www.myagent.fi/referenssit/	< 0.01	0.00	0.62	78,000			13 Aug 2017
☐	100 ilmainen laskutusohjelma	77 (85)	40	60.92	0.00	blog.myagent.fi/...nossa/	< 0.01	0.00	0.83	3,000			13 Aug 2017

Figure 17. SEMrush www.myagent.fi all-time top keywords.

Understanding the current keyword rankings is the foundation of a keyword research. This quick keyword check pointed out that MyAgent haven't targeted any specific keywords in their website. For example, mygagent.fi ranks in number 33 position with the keyword "assistentti". This indicates, it can be a challenging task to achieve

the top Google rank, but still doable with a well-planned content strategy. This data will be used later in keyword research.

Figure 18. SERP.com keyword check for term assistentti. Myagent.fi ranked in position 33.

4.6 Content audit

After analyzing the overall performance of a website, the next step marketers should take is to conduct a content audit. Why companies are conducting content audits and is it necessary? The answer is yes, and companies may have different approaches on why and how they conduct it. There could be numerous reasons, and therefore, there is no so-called correct way to conduct a content audit. However, as a rule of thumb, content audits are typically performed at least for two key reasons: SEO and/ or content marketing. Obviously, there is no reason why not to conduct content audit to improve both areas.

It all begins by creating a spreadsheet of site's all content assets. In this point marketers must have goals why they are conducting a content audit. MyAgent is determined to improve both areas and it is performing content audit to identify ways to improve their organic search performance, pinpoint which past content marketing pieces have performed best, determine which content topics audience seems to prefer, locate gaps in the content provided for different stages of content marketing funnel and to generate ideas for future content pieces. The spreadsheet of MyAgent's content audit can be found in appendices.

4.6.1 SEO audit

Implementing a SEO audit is a foundation to identify site's any SEO weak spots. By creating a list of site's keywords, optimized images, count of words, and any other components that are associated with

each content asset on site and comparing them to current page rankings, marketers can make decisions based on actual data what improvements need to be done to make site's nature search performance better. Especially in MyAgent's case, where most traffic into their site comes through referrals, it crucial to find out why the flow of organic search traffic to their site is low.

While analyzing SEO metrics, it is easy cataloging down content marketing data as well while doing the list. As said, the other primary reason for conducting a content audit is to evaluate the status of site's current content marketing efforts and for MyAgent content audit was done examine both SEO factors and quality of existing content. This study starts SEO audit by evaluating myagent.fi site structure.

4.6.2 Site structure

A website's structure refers to how the website is set up, i.e. how the individual subpages are linked to one another. It is particularly important that crawlers can find all subpages quickly and easily. Another important aspect is how the site is built, is it manually hard coded or is it hosted by a content management system (CMS).

As starting the SEO audit for MyAgent, the first observation was that root domain myagent.fi is a custom built, coded with hypertext markup language, (HTML) cascading style sheet (CSS) and JavaScript (JS), which means no CMS has been used and that every page is hardcoded. Secondly, their blog is located on subdomain, hosted by WordPress CMS. This indicates, that when they started building their website, they have used a third-party member to manually hardcode website for them, and later they have created a blog using CMS, so they could publish and manage their blog content themselves. Otherwise, to add a new blog post on hardcoded website they would have to hardcode ever publication, in other words create each page manually.

Now, considering the situation that MyAgent will implement content marketing to generate brand awareness, it is expected that they will publish several pieces of on-site content per week. However, currently to do so, they will always need help from someone with technical knowledge to add content on their root domain, because they do not have in-house expertise in HTML, CSS and JS. This is not an optimal situation to begin the first content marketing campaign, because this situation creates a dilemma: In terms of SEO, it is not recommendable

to keep blog on separate subdomain, but if transferring the blog under root domain, adding a new blogpost on hardcoded website, every publication must be hardcoded manually, in other words create each page manually, like discussed previously in this chapter.

4.6.3 Subfolder and subdomain

Before deciding where the blog should be located, it is important to understand the basics of subdomains and subfolders. Subfolders represent levels of pages within each subdomain of a website. For example, if a blog is located on www.domainname.com/blog the, blog is in subfolder. Alternatively, company can set its blog as its own subdomain. Instead of "www.domainname", company could set its subdomain as blog., for example "blog.domainname.com", when it becomes a separate site from the main domain www.domainname.com (HubSpot, 2016).

But what does this all mean SEO-wise? How to utilize subfolders and subdomains and which is best for SEO? This is a very typical question for marketers and it mostly arises when a business owner is looking to create a blog for its website. As just mentioned, company has two options for this, or place the blog on a completely new domain. When MyAgent decided to create a professional blog for their website, blog was set to be as its own subdomain blog.myagent.fi, being separate site from their main domain myagent.fi.
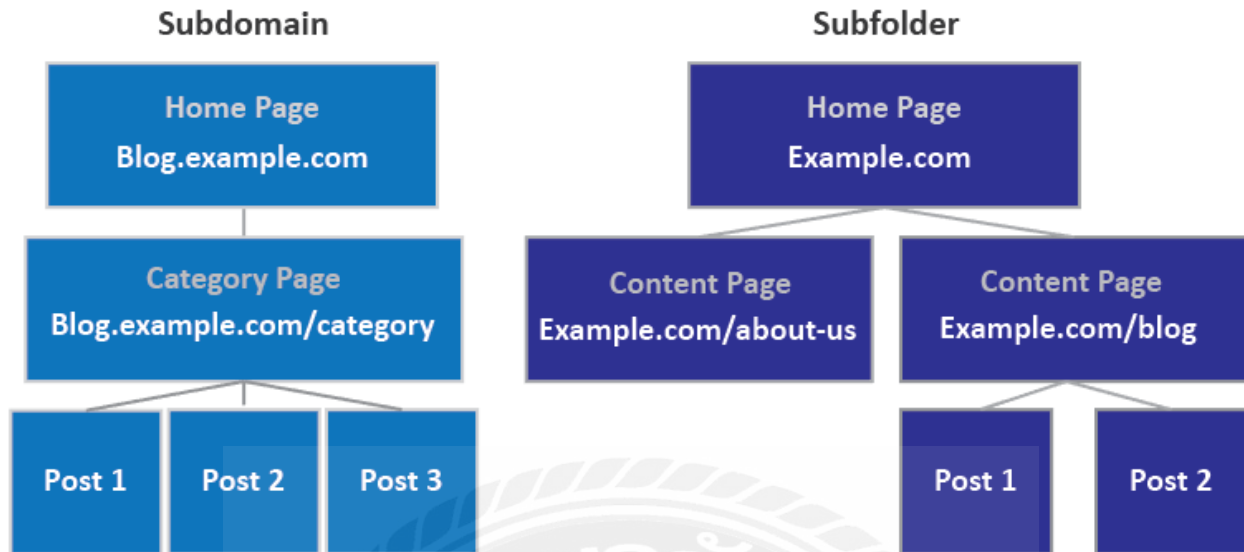
Figure 19. Site structures examples of subdomain and subfolder.

The reason why MyAgent created their blog implementing subdomain, was simply because of it is easier to manage with CMS. Also, when they first build their root domain, there was no strategic goals for on-site marketing or knowledge of utilize SEO in further purposes. They didn't have content marketing in mind, when they used third party member to hardcode their website manually. And now, situation is this. For SEO purposes, it is always advised to use a subfolder over a separate subdomain (Emerson, 2017).

The simple reason is that search engines are always treating subdomains as independent and unique websites and it leads site owner to an unfavorable situation where the subdomain competes with the main domain in terms of SEO. In other words, when there is one domain with different subdomains established, search engines will treat each differently. Also, any backlink authority that has been earned for the main domain will not be passed onto the subdomains. This is important to keep in mind, especially sites who has established a strong backlink authority, because it means starting over the whole process of link building if creating a subdomain.

It is also good to keep in mind, that there could be also various reasons for companies to use subdomain or a completely new domain over a subfolder. For instance, if a company need to establish a separate domain for niches of users customize content for each region. In this case, a subdomain could be established to implement multilingual approach.
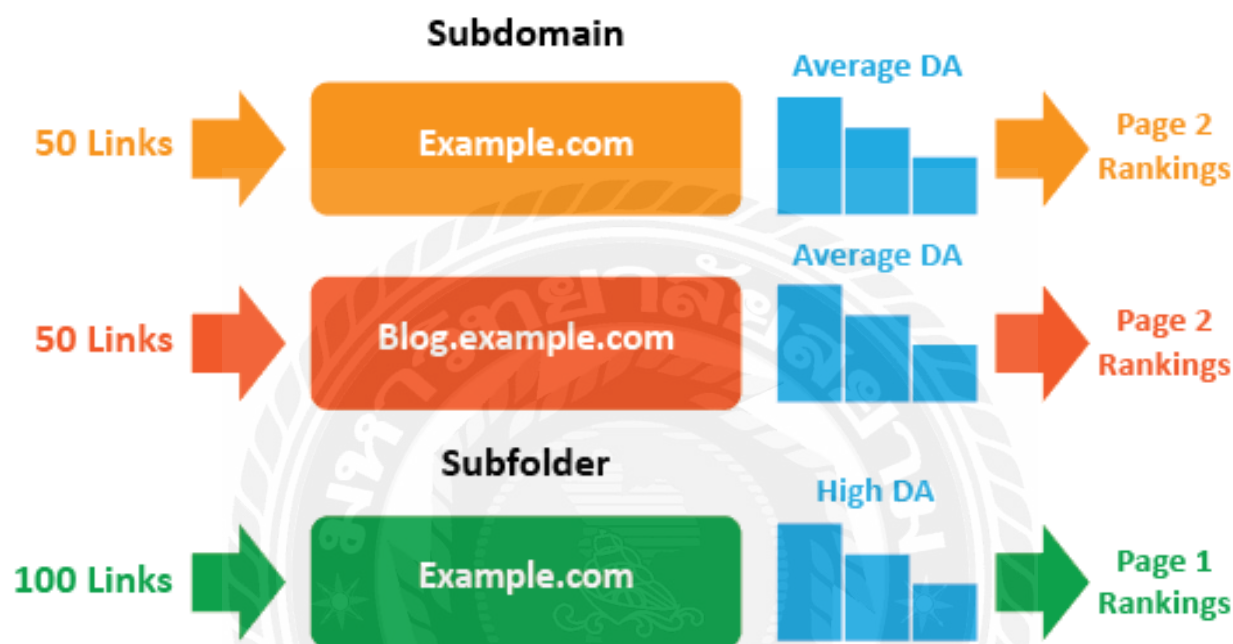
Figure 20. Domain authority subdomain vs. subfolder.

Also, company might face a situation where it needs establish a separate mobile compatible site to optimize user experience. There can be also numerous other reasons, but whatever the reason might be behind the decision to establish subdomain or new domain, it need to be explained and rationalized on how exactly the company will benefit from it (Emerson, 2017).

This said, because any of these examples above are not the case for MyAgent website, there is no rational reason to keep their blog in subdomain. Instead of this, they should set it in subdirectory to improve their website SEO performance. After all, this is one of the primary goals for their on-site marketing efforts and it would be ineffective to create content and drive traffic to two separate sites, leading these sites to compete with links and traffic with each other. But in current situation, if blog will be transferred under root domain, it will be very difficult to manage without CMS and there is no in-house expertise to manually hardcode each piece of content.

4.6.4 Changing myagent.fi site structure

This case was presented to a web design company to find the best solution for MyAgent blog and domain structure based on their consultation. They were asked a recommendation and costs estimations of different domain structure scenarios.

First option was to transfer blog.myagent.fi under the root domain myagent.fi, in such way as myagent.fi/blog. This blog page would be then divided into three separate blog sections i.e. customer service, sales and marketing.

So, if taking the first the first option, the URL must be changed and the pointers to the blog site, re-design it and change the structure. However, they didn't recommend the first option mainly because two reasons. Firstly, the fact that the main site and the blog would be still two different websites under one domain would remain. Also, if creating a brand-new page for the blog under myagent.fi, adding a new blogpost on hardcoded website will require hardcoding every blogpost manually.

The other option is not only changing the blog structure and location, but also change the main domain site structure to improve user experience (UX) through optimized site navigation.

Figure 21. Blog in subfolder.
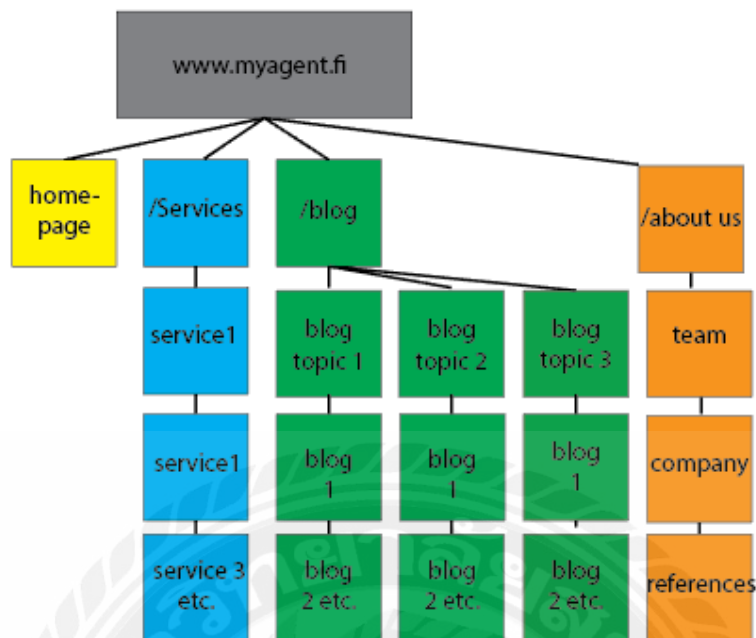
Figure 22. Blog in subdomain and changing domain structure

If taking the second option, MyAgent would still have to follow the scenario from first option, but they would also have completely re-code the pages manually. This would be the best solution navigation- and SEO-wise, but unfortunately the fact that the domain is hardcoded and no CMS has been used, remains, so each page should be coded manually using HTML, CSS and JV.

Third option was to keep blog on subdomain, and re-design and change the structure. Now, blog would remain hosted by WordPress, keeping the blog as CMS driven. In current way, publishing content can be done in-house, and no deep understanding of technicalities is needed. However, this is also not recommended option, because blog is only top-of-funnel tactic and creating top- and middle-of-funnel tactics i.e. product pages or call-to-actions elements on root domain will always require third party member, also domain and subdomain competes in Google rankings, making SEO efforts remarkable challenging.

Fourth option, and the recommended action, was to re-build the website completely using a CMS of own choice, following the new site structure as shown in figure 22. This would give MyAgent more dynamic pages like services i.e. it is better to think of a CMS driven site where they need to input the content and dynamic templating takes care of the appearance, addresses etc. In this case there would be a point to re-build the website completely using a CMS of your choice.

This would give MyAgent great opportunity to re-think their website structure and optimize it for sales funnel and customer life cycle to improve conversion rates. Also, all on-site content could be optimized and managed in-house using selected CMS. Because their current traffic volumes and rankings are low, this wouldn't be loss in terms of SEO or brand awareness. However, SEO efforts would take approximately two months to start taking effect, but once they do, they would improve SERPs of main domain, rather than rankings of two separate sites.

In a nutshell, all the other options than number four, all changes in domain, even the minor ones, must be done through third party member, which will complicate the execution of content marketing, and it is likely to eventually increase costs of content marketing. In turn, building a website that can be managed in-house through CMS will save time and money in the long-run.

Note, estimated costs of each option will be found in chapter return of investment of content marketing.

4.6.5 On-site meta tags

Meta tags have been one of the most basic HTML elements of SEO, and although high SERP ranking in 2017 has more to do with page's high-quality content and its relevance than keyword targeting, optimizing meta tags still play notable role in SEO. Meta tags are snippets of text in page's source code and they are used to describe site content. Search engines read meta tags to compare if these descriptions and keywords are related with the visible content. Optimizing on-site meta tags help search engines to identify who the site owner is, what does the site owner do, and most importantly, what the site owner is writing about. Eventually this will help to increase the organic rank of one's website on SERPs (Lidsey, 2017).

There are numerous meta tags beyond just keywords and descriptions, but fundamentally for markets at least those two are the elements they need to understand and work with. Furthermore, based on the content audit, the most significant places to optimize for chosen keywords on-site are: Title tags, mega descriptions, image titles & alt text and headings & content.

4.6.6 Title tags

A title tag is an HTML element that is used to define the title of a given web page. They are shown on SERPs as the clickable headline for a given search result, and are essential for social sharing, usability and SEO. Title tags are intended to be a concise and precise description of a page's content. It is located in the header and held information that is relevant to SEO. Every title tag on each page should be unique that describes the exact content of the page.
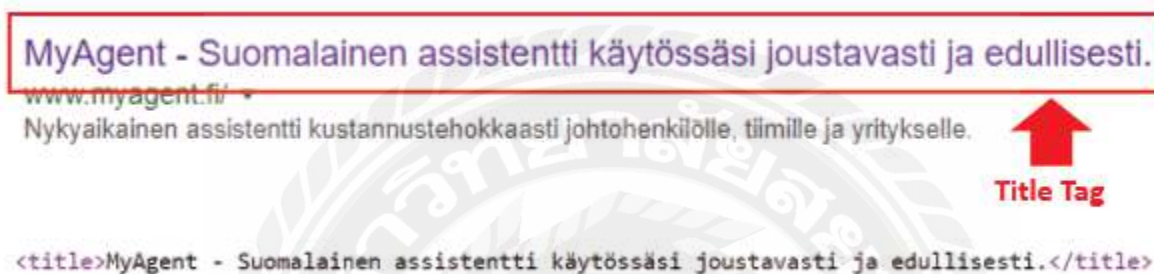
Figure 23. Example how title tags show in Google searches and in site source code.

Content audit pointed out that those sites that were crawled, in both MyAgent domain and subdomain, there was no missing tittle tags or duplications. However, the examined tittle tags should be more be descriptive and readable to match the exact content, and they can contain as much as 65 characters. To mention, i.e. one title tag contained over 100 characters. In addition, only few pages included brand name mention in their title tags. By adding brand mention can help to establish a higher click-through rate for people who like and are familiar with a brand. Also, something to keep in mind in future, by including one of the target keywords or phrases in meta tag can help searchers to identify that the results are relevant to query. Lastly, if the keywords are placed close to the beginning of the title tag, they will be more helpful for ranking and users will be more likely to click them in the search results.

Because tittle tags are such a crucial part of SEO, the recommendations above should be taken into action to cover the critical steps and optimize title tags for SEO and better usability.

4.6.7 Meta descriptions

The meta description tags are primary used to describe the page to searchers as they read through the search results below the title and URL. Unlike like title tags, descriptions don't have direct impact on rankings, but they are very important regardless. They are describing to the searcher whether they should click the result they find and by catching the user's attention, meta descriptions can increase click through rate and those clicks most certainly do influence SERPs. By using one of the target phrases or keywords in meta description will help users to know that page content is relevant to their query. Marketers have 160 characters
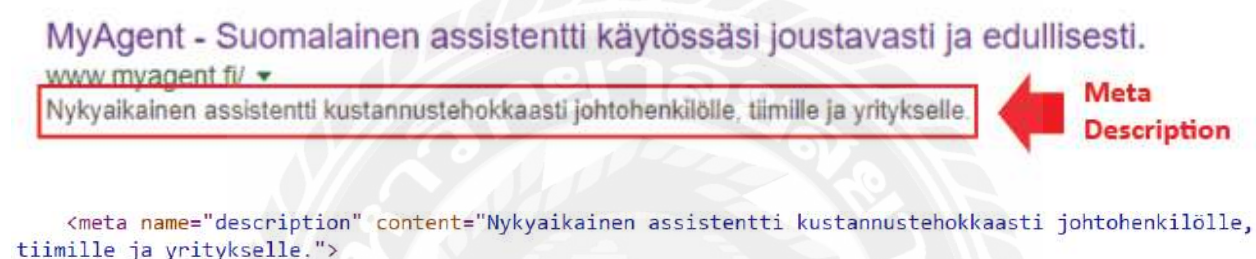
Figure 24. Example how meta description show in Google searches and in site source code.

to use for each page to persuade users to enter on the page, and therefore, description need to be very user-centered keeping customer needs in mind.

MyAgent domain and subdomain crawled page results showed that there are three high priority matters in terms of meta descriptions that need to be optimized better. First, many pages are missing the entire meta description and therefore users cannot decide is the content for their quarries relevant and does the pages match the information they are looking for. Secondly, there are several duplications that should avoided. As with title tags, meta description should be directly relevant to the page it describes, and unique from the descriptions for other pages. Lastly, a page's meta description should apply the targeted keywords in natural, non-spammy way, thus, being compelling for searchers to click the page (MOZ).

4.6.8 Image Alt Text & Titles

Another way to optimize on-page content for search engines is to include keywords in image alt text and titles. These both elements are attributes that should be added to an image tag in HTML and can be valuable for SEO and useful for users. For example, in source code image tag it might look like this: (Lidsey, 2017).

Because search engine crawlers cannot see the actual images on webpages, image alt text help search engines to understand what each image is about. Otherwise images cannot be found in the search. Google have confirmed that its primary focus is on alt text when search engines are trying to understand what an image is about. In addition to search engine, image alt text is used to describe users what the image is about and get them interested to see it. Image alt text will display inside the image container and tell readers what that there should be an image.

Image title tags are also used as describing the image, but they only show if the image is displayed. that pops up when users hover s their mouse over the image. Ideally image title should be concise, catchy, relevant, catchy and provide additional information about the image (Search Engine Journal).

The imaginary in MyAgent domain and subdomain doesn't follow recommendable optimization of image alt and text and titles. They are missing entirely the image title tags and most images alt texts are not describing the picture and therefore they don't help users or search engine bots understand the images. Optimization should also include keywords in a way they would make sense with the page content. This not only helps with web search, but also image search, which can occasionally bring valuable traffic if the image descriptions are relevant to query. Even though adding keywords to these image attributes may seem minor, it is worth the effort to name images to something accurate and descriptive. However, adding engaging and relevant images, videos or any other engaging content in addition to plain text can reduce bounce rate and increase time on site which both are big SEO factors.

4.6.9 Headings & Content

It is important to use keywords in headings and content, as readers are much more likely to stay on a page if they can see the terms they had searched for on it. In terms of SEO, taking an advantage of keywords can help improve the SERP placement. This will include optimizing title <h1> tags, subheading <h2> tags and the actual written content between <p> tags.

Site owners must be careful when they are looking to benefit from keyword usage and targeting mainly because of two factors. Fist reason is simple: Content should always consider visitor's user experience first. If the content looks spammy and/ or doesn't match the search quarries, it will give website a bad reputation. Secondly, by abusing keywords the website might fall foul of search engines punitive quality algorithms which will result SERP to drop. Since search engines, especially Google, has gotten more intelligent at being able to identify when people are keyword-stuffing their content, site owners must make sure that they are using keywords in natural way. Whenever publishing new content or updating old, the main emphasis is what matters to the audience and not how many times a certain keyword phrase or a single keyword can be included in the content. This is the right way to naturally optimize content for important keywords (Lidsey, 2017).

MyAgent hasn't practiced any keyword abuse, but it hasn't practiced any natural on-page keyword optimization either. In other words, there are lot to improve SEO-wise. There are many well proven techniques for keyword usage to help create pages that are well-optimized. It is recommended that MyAgent will implement the following process when they create new content for their website. Keyword phrase or single keyword should be used:

- In the title <h1> tag at least once. Keyword phrase should be as close to the beginning of the title tag as possible.
- Include target keyword in at least one <h2> subheading.
- Once prominently near the top of the page. It should appear in the first 100 words.
- At least two or three times, including variations, in the body copy <p> on the page. It can include more, depending on the length of text content. However, avoid keyword abuse (MOZ).

4.7 Content marketing audit

Rather that analyzing SEO factors, content audit is concentrating on assessing KPI's to determine how visitors are responding each piece and type of content on-site and, consequently, how to improve site's content marketing efforts in future to boost its overall performance.

Understanding the basic SEO principles is good starting point to start creating optimized content for search engines, but SEO isn't just about building search engine-friendly websites, it's about making the site better for people too. Rather that analyzing SEO factors, content audit is concentrating on assessing KPI's to determine how visitors are responding each piece and type of on-site content and, consequently, how to improve site's content marketing efforts in future to boost its overall performance. Note that in addition to meta tag optimization, high-quality and relevance of the content is undeniably the fuel of SEO, and it also the foundation of successful content marketing, so therefore content marketing audit and SEO audit goes hand in hand.

A great starting point to content audit is to understand marketing funnel and its relation to customer lifecycle.

4.7.1 Content marketing funnel

Developing relationships with potential customers at every stage of the marketing funnel is the key for effective lead nurturing and eventually to drive sales. Funnel is divided into four stages, the exploration, consideration conversion and retention. The top and middle of the funnel focus on generating interest and educating visitor and then building trust with potential customers, converting prospect in to leads, whereas the bottom of the funnel focus on converting leads into customers and one-time buyers into repeat customers.

Despite a misconception that content marketing is only a top-of-funnel tactic, it can help reach people at any stage of customer life cycle. Because the concept of content includes all the elements on site such as all words and pictures, marketers have a numerous of options to customize their content marketing message to where the audience is in that funnel. It also helps widen the neck of the funnel farther down as people continue their interactions with a company (MOZ).

4.7.2 Exploration stage

The goal of the first phase is to create brand awareness and the tactical approach to do so, is to educate the market that there is a problem to be solved. Especially in cases like MyAgent, where product isn't immediately obvious, the first stage of the funnel can make or break content marketing efforts. Also, during in this phase the goal of content is to generate interest to make visitors return and to generate buzz. The goal might include nudging a few potential customers toward conversion, but the way to go is rarely by talking about the brand. Instead, it's about figuring out what the audience wants and needs to learn about and teaching them those things.
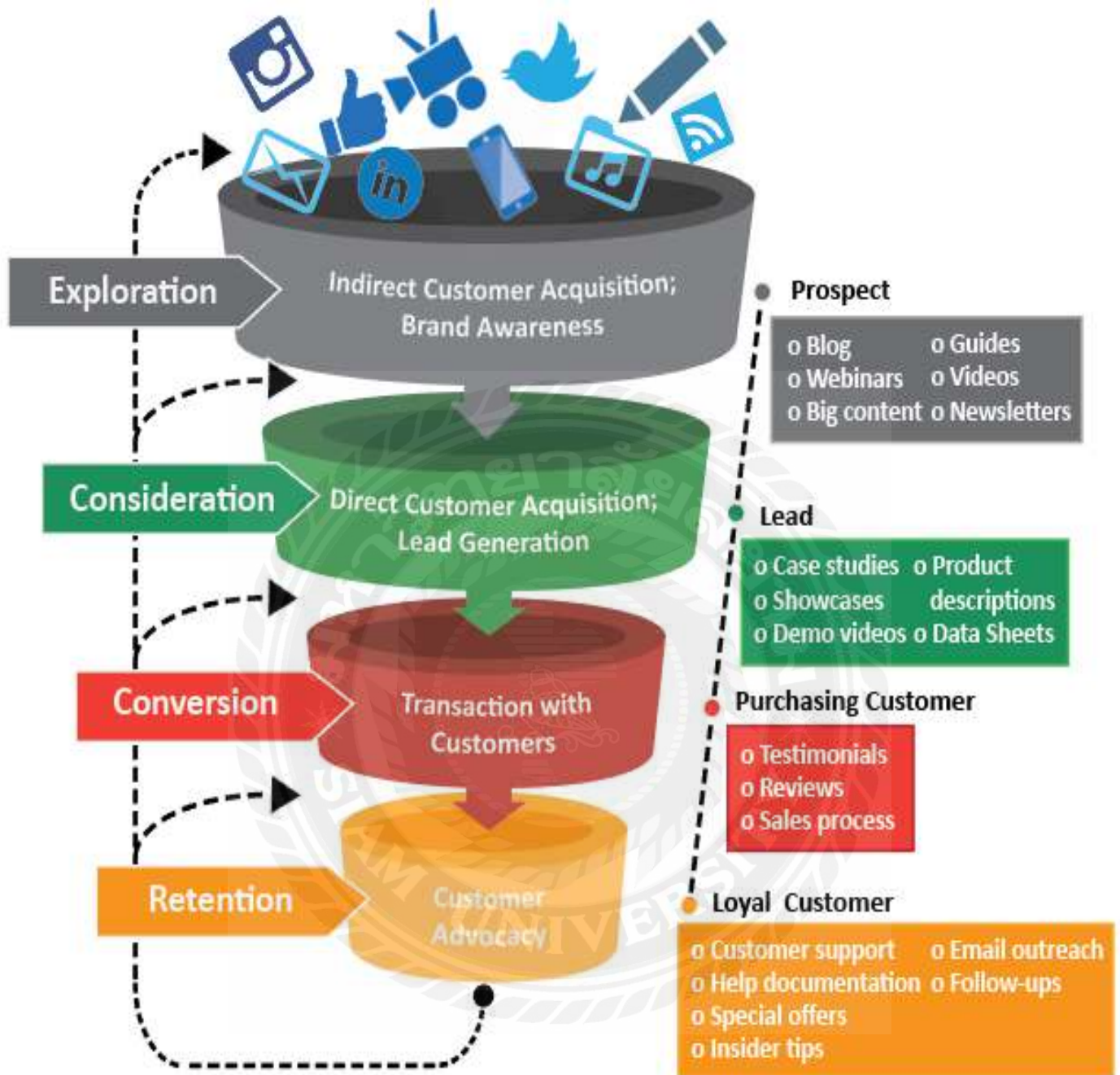
Figure 25. The sales funnel consists of the four stages a potential buyer goes through during customer life cycle. The idea of the funnel is that the pool of potential customers grows smaller as it moves toward its first transaction and into repeat customer (Bosomworth 2012).

Types of content, that work well during the exploration stage include crating optimized, high-value written blog posts and videos, comprehensive guides and email newsletters. If this is done well, it will associate feelings of gratitude and respect with the brand and more importantly the authority. All the while, this will raise the competence of readers to a point where the products or services the brand have to offer will become useful to them (MOZ).

4.7.3 Consideration stage

Blogs are a great way to drive traffic to website, however they lack the side of personal engagement of content marketing that qualifies visitors and build up relationships. When people move down into the middle of the marketing funnel, into the consideration stage, it means top of the funnel marketing efforts has successfully captured their attention. They have identified the problem that has to be solved, and now seeking the best solution. This is the stage to convince the people why company's solutions in particular are the best fit. The goal is to nurture a lead, building a relationship, and establishing trust between the audience and the brand.

To point out the importance of this stage, the market study showed that companies with refined middle of the funnel engagement and lead management strategy see a 4–10 times higher response rate compared to generic email blasts and outreach and that nurtured leads produce, on average, a 20% lift in sales opportunities (HubSpot).

The goal of this direct customer acquisition, and therefore, marketers shouldn't get too excited about selling their product just yet, because potential customers may not trust the company in this point enough. Instead of putting on the sales hat, creating consideration content offers an opportunity to ensure it's easy for the visitors to browse all the information that might help them differentiate the company from its competitors. Now people are looking for content to find out who is the experts in certain industry. To do that, types of content that work well during the consideration stage include case studies, "how-to" content that showcases the product, demo videos, product descriptions and data sheets (MOZ).

4.7.4 Conversion stage

Bottom of the funnel content is the sales material of content marketing and the goal is transaction or conversion with customers. It is the narrowest part of the funnel where the focus of content is on the final direct pitch. Leads at this stage need the final nudge and compelling call-to-action to convince them to make a purchase decision. Therefore, the right content and offer have a significant impact on increasing conversions (Kissmetrics, 2016).

In this phase, the type of content is more straightforward than on previous stages. Tactics should involve product descriptions that emphasize the unique value they provide to customers, or it could include charts that compare different products to one another or to those of other firms. Furthermore, types of content that work well during the exploration stage include testimonials, reviews and more importantly, a streamlined, comprehensible, and trustworthy sales process (HubSpot).

4.7.5 Retention stage

A conversion or a transaction is not the end goal of any successful the marketing campaign. In fact, it is only half finished. A marketing funnel without a retention stage is missing the entire last phase of the customer journey. At this point the goal is retention of existing customers and content marketing is a big part of that process as well. The focus is on converting buyers into repeat customers, or making sure customers continue their subscriptions instead of canceling (Peters, 2016).

In this stage tactics include helping, supporting and onboarding customers. More closely, types of content that work well during the retention stage are customer support and help documentation, special offers, Insider "how-to", email outreach and follow-ups.

4.8 Content marketing matrix

After understanding stages of content marketing tunnel, and what different tactics each stage might include, it is as important to understand four dimensions of content marketing.

Content marketing matrix is a tactical framework from which a marketer can consider and plan how best to be there for their target audience with the right content at the right stage of customer life cycle (Easton, 2016). Furthermore, it can also be a helpful tool to identify what types of content website currently has to offer and locate gaps in the content provided for different stages of content marketing funnel.

As the figure 26 demonstrates, content should either entertain, educate, inspire or convince, depending on the stage of the funnel people are at. While working on the content audit spreadsheet, each piece of content should be listed under one of those four categories, to find out is the content in balance. I.e. in many cases, websites are packed with bottom-of-funnel convincing content, forgetting the three other dimensions.

This can become a problem in long-run, because as a rule of thumb, the goal is to provide content for the audience that is targeted for them at a precise stage in their buyer's journey. Leaving out one of these dimensions may lead in missing out on potential needs of the audience, which would otherwise have added value for them and helped brand to build a relation with them (Opielka, 2016).
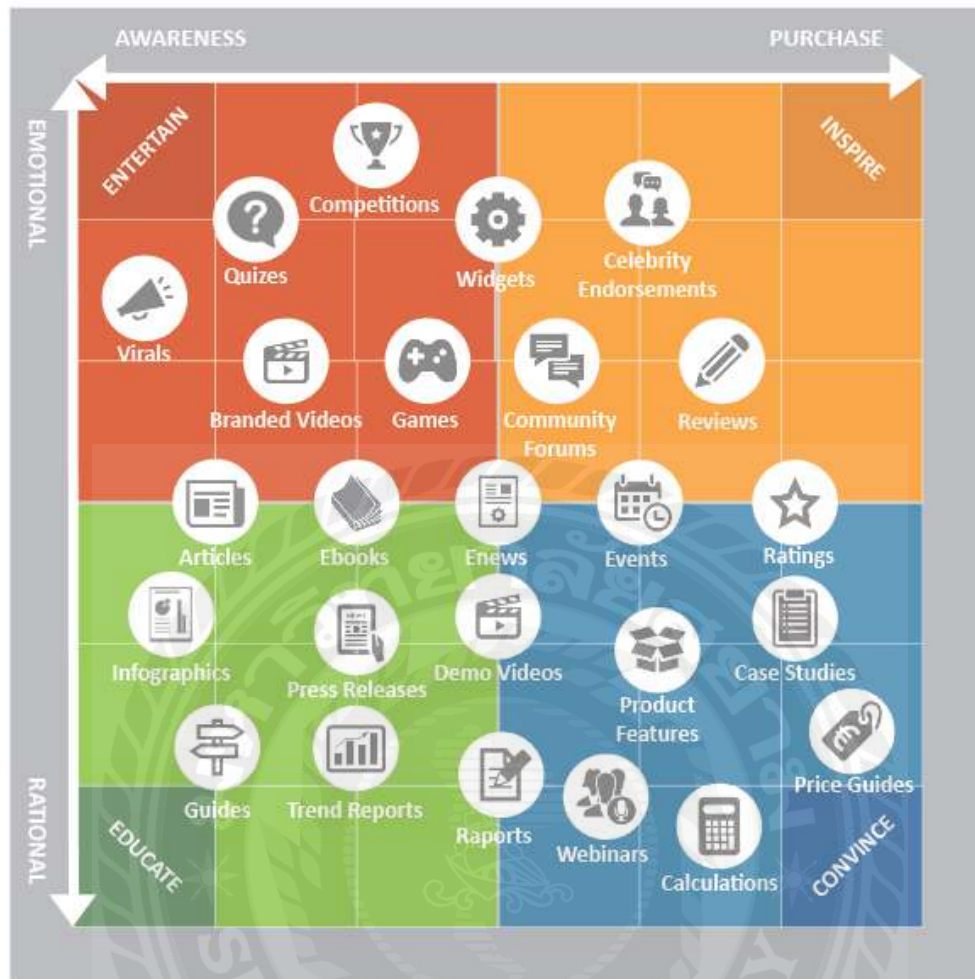
Figure 26. Content marketing matrix is used for mapping content formats against customer purchase intent and decision style, using the four quadrants: entertaining, inspiring, educating and convincing

4.8.1 MyAgent content marketing audit results and findings

The findings of MyAgent content audit showed clearly that there is not any type of strategy in terms of content marketing. The key finding was that the MyAgent website is heavily relied on bottom-of-the-funnel content. Their website is full of calls-to-action for trial offers, brochure downloads, and request buttons, despite the assumption that most of their audience isn't ready to buy initially, or worse yet, they don't even that

they know have problem to be solved. They also have a newsletter subscription on their website, but it is not active. Momentarily, both sites myagent.fi and blog.myagent.fi are only meant to serves those customers who are already familiar with their brand and who arrive to their page through direct traffic. Unfortunately, the bounce rate is high and, which indicates that the content doesn't match the expectations of those visitors who come through direct traffic and are already familiar with the brand, nor it matches visitor's organic search quarries.

The other main aspect of the content audit was the performance of Myagent blog. As discussed before, the blog is the first-step to creating content that attracts potential customers. However, Myagent blog content is still in the "safe and secure" category and nothing shows off the personality or core competences they want to be recognized for. They are using only stock imagery that also lacks personality. Blog has been around for three years but is isn't generating traffic or getting any social shares.

The trouble is that no one wants to hear about a company. The blog hasn't been used to educate readers and generate interest, but it is used solely as a megaphone to tell readers how great MyAgent is, and it is doing so by publishing generalities about what entrepreneurs can gain by delegating their functions with the help of their services. More specifically, their blog topics go under two main categories: Work efficacy and the importance of freeing up time. The category of work efficacy is emphasizing, that business owners can focus more on their core business functions and improve work efficacy by outsourcing and delegating their tasks. The later one is emphasizing, that business owners can free up more time for their personal side of life by delegating and outsourcing their tasks. However, these are well well-known facts and overused around the industry, and therefore, they don't create any extra value for readers. Instead, they should find a unique way to introduce the problem, and then raising the competence of the readers.

In terms of engagement, MyAgent should give readers possibility to comment and discuss about the topics and add comment section end of every blog topic that allows readers to tell their opinions, experiences and ask questions.

Also, one of the goals in content marketing audit was to find which blog topics audience seems to prefer most. As mentioned before, educational content will more likely generate new traffic, than those which aims to promote services. Although, majority of the MyAgent blog topics are focusing to convince readers on their products and benefits of outsourcing and delegation, there was few topics that had more educational approach

as well as a book review with inspirational approach. These topics had the most pageviews and longer average time on page than the others.

In terms of user experience, site structure of the main domain should be improved by eliminating pages that really don't serve any necessary meaning. For example, pages "yritys", "tarinamme" and "assistenttimme" should be merged under one main section "yritys", to get rid of the drop-down menus. They are bad for two reasons: they can be difficult for search engines to crawl and more importantly, drop down menus are annoying, according to usability studies from the NN Group (Nielsen).

Also, sections "kumppaniverkosto" and "referenssit" should merge under one main section, because the fewer menu items, visitors' eyes are less likely may scan past important items. By removing an unnecessary menu item, remaining items become more prominent. A good rule of thumb is to limit navigation to five or less items (Kissmetrics).

In addition, process of downloading MyAgent company brochure is very frustrating and involves too many phases and too much clicking. This is very important conversion to generate leads, and therefore the process should be simplified to be as user friendly as possible, requiring only on step email subscription. Therefore, this process need UX optimization.

To conclude the content marketing audit, in terms of creating brand awareness and lead generation through content marketing, there is a lot to be done. Because their current blog hasn't generated any remarkable results and its traffic volumes are low, the recommendation would be moving the blog section under main domain's subfolder and start it over by creating SEO friendly content and implement a content strategy that is bound to every stage of content marketing funnel.

Surprisingly as many as 68% of B2B organizations haven't defined the stages in their marketing funnels, and therefore it offers a great opportunity for MyAgent to gain competitive advantage now, and in future. However, this content strategy will emphasize the top and the middle of marketing funnel, focusing primary on brand awareness and lead generation.

But how to determine which content topics audience will prefer in each stage, if any previous content didn't work? Strategically thinking content marketers need to create content that can deliver information that their customer need, before they need it. Therefore, it's crucial to understand the audience and identify their needs.

The only way to ensure creating content for each stage that target audience will relate with is to conduct a customer research.

4.9 Customer Research

Content audit is a great way to identify popular content, however marketers has to come up with fresh content ideas and repeating same topics may not work for long. This said, one of the biggest challenges marketers has to face is to create fresh and engaging content. Also, marketers have to find out who the audience is in order to create content that is meaningful to them. Only through focused strategy marketers can avoid nameless masses, by accurately target their content to individual people, as marketers must point out readers' preferences and needs to engage with them on any level (Kuik).

Today customer data is easily accessible and therefore, the whole process has to focus on psycho- and behavioral factors, rather than broad demographics. There is simply no excuse for not identifying the target audience or for ignoring customer pain points and their motivations. Because today customers are expecting a seamless and personalized experience, marketers have to make sure that they are creating audience-centric, high-quality and unique content singly tailored for each stage of the funnel. This said, highly targeted and personalized content will eventually build audience loyalty, which translates into better relationships and brand advocacy. In simplest terms, the more company can personalize its content for target audience, the more it will be able to increase the perceived value of its product of service (Rivard, 2017).

Despite this, yet many B2B companies are creating only brand-centric content. In fact, according to research conducted by Content Marketing Institute, only 53% of B2B businesses say that they create content that's more audience-centric than brand-centric (Beets, 2017). So, amazingly almost half of the B2B companies are creating only brand-focused content and ignoring the preferences and interests of their audiences.

4.9.1 Customer interviews

Of course, it is much easier to create brand-focused content, and it needs far less research. However, as concluded in previous chapter, nobody really wants to hear about the company, especially when focus is on top of the funnel. Well then, how to get understand customer insights better? By simply asking them. One-on-one interviews are a great way to find out in-depth information about the target audience. This will guide marketers to identify the type of content target audience consider meaningful and the areas which company could improve as a business (Kuik). Interviews can include a mix of customers, prospects, referrals, and even those outside company databases who might align with the target audience.

4.9.2 How to find interviewees

One of the success factors to conduct a customer research is finding the right interviewees to get to understand what drives the target audience. There are three primary sources every company should consider: prospects, customers and referrals. When a company reach out to any of these group, company must be clear that it is not a sales call, but the goal is to get feedback and that it's highly valued for the company.

Company's existing customer base is a great place to start looking for interviewees, because they have engaged with the company before and/ or already purchased a product or service, and therefore, they are likely to exemplify the target audience. Another significant aspect is that customers generally want to be heard, and an interview offers them an opportunity to speak company about their perspectives, their pain points and challenges as well as what they think about the company in general. Furthermore, as companies go this way and involve customers in interviews, customers will feel they have an impact on the services or products they use which will eventually grow brand advocacy (Vaughan, 2017).

Interviewers need to balance out interviews also with people who are not familiar the brand or who already know the brand or haven't purchased any of its product or service yet, but they have subscribed or left their contact information to company website etc. Now, the pool of current prospects and leads is a great place to look for interviewees, as company already have their contact info. Utilizing the existing data about them i.e.

anything company has collected through lead generation process can be capitalized to figure out who might fit into company's target audience (Kuik).

Another way to find the right interviewees is through referrals, especially if the company don't have any customers or leads yet or if it is heading into new markets. Reaching out to company's network, including i.e. co-workers or social media contacts can help the company to find the right people it wants to interview and get introduced to. It can be challenging to find large volume of interviewees through referrals, however, the quality of interviews is likely to be very high. I.e. in B2B, social media site like LinkedIn may offer a great platform to search people that may fit on company's target audience or who may have some connections with the brand (Kuik).

4.9.3 MyAgent interview

MyAgent will need to do at least five interviews in each category of interviewees, for prospects, leads and customers. Structure of the questionnaire will be mainly the same for each focus group, including the following sections: Personal background, role, company, watering holes and shopping preferences in Internet. These topics make 19 questions together. However, the last section differs between customers and prospects & referrals questionnaires. For prospects and referrals, the last section is set of questions about general challenges they may have faced in BPO. In turn, for existing customers, the last section is set of questions how they have perceived MyAgent as a customer, mapping challenges and success factors.

It is very important to associate every question into a specific goal, and not questions come up with questions without any relations to strategy itself. Unfortunately, this is quite common mistake done by marketers, when they are too eager to implement the interview and after it is done, they don't know exactly what to do with the gathered raw data. In the case of MyAgent, the goals of the content marketing strategy are to generate leads and brand awareness. Thus, the goal of the interview is to get better knowledge of existing leads and customers insights for better keyword targeting and more importantly, to create customer-centric, high-quality and relevant top-of-the funnel content.

For both focus groups, questionnaires can be found in the appendix section.

4.9.4 Question structure

The interview structure is qualitative research, that ask open-ended question and does not provide answer categories. The responder who is asked an open-ended question formulates the answer and gives the response in his or her own words. Each responder will be interviewed individually.

The interview is planned in such way, that it does not ask any leading questions. Often the problem of a leading question is, that it may steer interviewees to respond in a way that received information is slanted and biased. Example of a leading question: Do you have a problem with X, and a non-leading question example; How would you describe your relationship with X? The first example steers responder to reveal only negative sides of the work environment, whereas the second example will give interviewer a more holistic and neutral view.

The second key aspect of the question structure is, that questions are open-ended questions. This allows responders to explain their experiences in their standpoint, rather than framing their answers to fit the provided question. Example of an open-ended question: What's the most frustrating part about problem X, and a close-ended question example; Is problem X frustrating for you? As it can be seen, the first example allows responders to open and give a full account of what's going on and it also encourages them to prioritize their frustrations. On the contrary, the later example leaves responders with answer options yes or no and does not encourage them to answer at length (Vaughan, 2017).

4.9.5 MyAgent focus groups

Finding and approaching to interviewees can be challenging, as MyAgent does not want to come off as pushy. Instead, it is looking to find responders who are happy to engage with them. There few strategies MyAgent can use to find willing people to interview, such as finding responders from existing customer base, finding responders from leads using all contact on-page information they have i.e. email subscriptions etc. and offline such as business cards, and lastly finding responders from referrals i.e. LinkedIn.

The approach of the interview should be interviewing chosen responders via phone. However, interviewees should be contacted by a cold-call or cold-email first if they are agreed in being interviewed. Also, by doing this, people are ready for the interview, instead of interviewing people who are not as forthcoming with their answers. The interview shouldn't take more than 20 minutes per responder and responder need to know this before the actual interview.

In case not everybody wants to have an interview via phone, and those leads and prospects who has only left their email address, for them there is also an option to fill the questionnaire in digital form. Questionnaires can be sent them by email. However, it should be avoided if possible, because people tend to be less responsive to answer this way, and the quality of answer are likely to be lower than those asked in phone. As a rule of thumb, the closer the company people are the more personal and in-depth the interview should be.

4.9.6 Seed keyword survey

Many marketers consider keyword research as a painful process, but only few realize to ask real people what search queries they're using to find products or services. Tools like Seed Keywords are great for this purpose. With Seed Keywords, researcher enter a simple scenario and immediately get a URL to survey customers. Examinee respond to the scenario and researcher gain instant insight into which keywords they should target (McCoy, 2016).

This tool can help fill in gaps in keyword research policy and gain insights that even some of the more expensive keyword research tools cannot afford. MyAgent is using Seed Keywords survey as part of their customer research to find out what type of long-tail keywords potential customers are typing in their search queries.

For both focus groups, keyword questions and URLs can be found in the appendix section. The reason why this survey is placed here, and not in the keyword research section, is because this survey will be implemented as part of the interview.

4.9.7 Persona development

After interviewed the selected people, company should have plenty of raw data about its potential and current customers. But what to do with all that information? How to sort all gathered data in such format that it is easy for everyone in the company to read and understand? By collecting all the pieces together with the help of buyer personas.

A buyer persona is a semi-fictional representation of the ideal customer based on customer research, such as on interviews, and any other available real data about existing customers, prospects or leads. When creating a buyer persona, it needs to consider demographics, behavior patterns, motivations, and goals. The more detailed the buying persona is, the better, because detailed personas provide tremendous structure and insight for the company. Moreover, a detailed buyer persona will help marketers determine where to focus their time, guide product development, and allow for alignment across the organization. As a result, highly targeted marketing results will attract the most valuable visitors, leads, and customers to one's business (Kusinits, 2017).

Content marketing-vise, buyer personas will transform the raw data into personalize customers, which then helps marketers identify not only leads and customers interests, but also their behavioral wants, needs, desires and motivators and eventually shaping the content more customer-centric (Kuik). It also helps companies to personalize their marketing for different customer segments of their target audience. I.e., rather than sending the identical lead nurturing newsletter to every group in company database, marketers can segment and customize their message based on what they know about those different personas. Moreover, when personas are combined with lifecycle stages, they allow companies to map out the best tactics and create highly targeted content for each stage of the funnel (Vaughan, 2017).

4.9.8 Creating personas for MyAgent

The next step is to use the research to identify patterns and commonalities from the answers to interview questions, develop a buyer persona, and share that persona with the rest of the company. Depending on business, company could have as few as one or two personas, or as many as 10 or 20. But if company is new

to personas, they should start small (Vaughan, 2017). This said, as a first timer, MyAgent should start small with not more than two primary personas; One persona to represent the first-time visitor and one persona to represent a lead.

To create a persona with depth, it should include nine parts: A day in the life, objectives, problems orientation, obstacles, questions, preferences, keywords and phrases and engagement scenarios (Johnston, 2016).

A buyer persona for Myagent, can be found in the appendix section.

4.10 Keyword research

Keyword research is the backbone of SEO strategy identifying popular search queries in most popular search engines. In terms of search marketing, it is one of the most important, valuable, and high return activities and therefore, it can make or break one's website. Keyword research will give marketers a better understanding of how difficult it would be to compete for certain keywords and phrases and how high the demand would be to target these keywords in the organic search results. While customer research is the foundation of creating people-centric, high-quality and relevant content, keyword research is the core SEO task offering direction to optimize that content to match search queries (MOZ).

However, keyword research is not only finding out the search volumes or the demand of a certain keyword or phrase, it is also surveying of how language is being used by different people in terms of searching a topic or idea in search engines. Keyword research is not only a significant part of SEO strategy, but it is a crucial part of the overall content marketing strategy as well, because it can help marketers to identify new ideas for blog posts, to keep up with the ever-changing search engines and most importantly getting better understanding of the target audience. Eventually, by all this, marketers will drive the right kind of visitors to their site that is more likely to convert (MOZ).

Keyword research is vital because words and phrases one might think to be relevant for business might not be at all what the target audience is typic to the search box. In many cases, potential customers do not even know they have a problem in their hands, or don't have a clue what words are related to the certain industry. Therefore, doing a keyword research before beginning the content marketing and/or SEO campaign is crucial. After all, it

all starts with words written into a search box and the more marketers understand what keywords are being typed in that box to search their industry or business, the better. To do this, marketers need to follow a clear structure of actions to identify the most relevant keywords in their industry (Quicksprout). MyAgent is following a 7 steps structure to ensure conducting a well-executed keyword research:

1. Analyzing existing keyword data
2. Filling seed keywords
3. Generating a list of general topics
4. Researching related search terms
5. Looking for head terms and long-tail keywords in each topic
6. Analyzing how competitors are ranking for selected keyword
7. Cutting down the keyword list using Google keyword planner and Google trends

4.10.1 Analyzing existing keyword data

This process should be start by checking what keywords site is already rank for. If website have been around for a while, it should already be ranking in Google for a few hundred keywords. Theoretical metrics are often relied upon when starting keyword research for a new SEO keyword research. Google's search console tool provides useful data for marketers about the website and the people who visit it, and more importantly, how they are finding it. Therefore, it is a great place to start keyword research (Adam, 2015). This process has been already done during performance analysis, and this data can be found in Google search console as figure 16 demonstrated.

Figure 16 shows ten most popular queries that drive traffic to MyAgent site. Note that, their brand awareness in search engines is very low, which can be seen from very low organic traffic volume. Therefore, as expected, most of the queries are navigational search queries that are entered with the intent of finding a certain website. For example, the top queries are branded keywords, "myagent" and "my agent", also names "Arvi Vainionkulma", "Jarkko Aaltonen" and "Jesse Korhonen", that indicates searchers are already familiar with the brand. There are also few informational search queries such as "henkilökohtainen assistentti", "assistenttipalvelu" and "assistenttipalvelut". This data can be used to target keyword such as

"assistenttipalvelut" to improve its current rank position (21.2) and it is a great source overall to measure content marketing efforts, weather targeted keywords are ranking well or not (Armitage, 2016).

Another good source to look at is previous or on-going Google AdWords campaigns, which shows those keywords that brings the most paid traffic based on clicks and sessions and tells if visitors consider the website content relevant after clicking a particular keyword based on bounce rate and pages/ session. Figure 27 indicates that because very high bounce rate and low pages/ session visitors do not consider provided content relevant for their search queries. It also shows your valuable seed keywords, i.e. the keyword "assistentti" has driven most paid traffic to their website and therefore, can be a good head term to target.

	Keyword	Acquisition				Behavior	
		Clicks	Cost	CPC	Sessions	Bounce Rate	Pages / Session
		1,067 % of Total: 73.89% (1,444)	$874.20 % of Total: 63.11% ($1,385.21)	$0.82 Avg for View: $0.96 (-14.59%)	1,052 % of Total: 15.35% (6,853)	87.17% Avg for View: 63.91% (36.38%)	1.20 Avg for View: 1.48 (-19.01%)
☐	1. assistentti	482 (45.17%)	$388.65 (44.46%)	$0.81	470 (44.68%)	87.66%	1.19
☐	2. sihteeri	295 (27.65%)	$234.47 (26.82%)	$0.79	294 (27.95%)	89.46%	1.14
☐	3. johdon assistentti	74 (6.94%)	$71.98 (8.23%)	$0.97	75 (7.13%)	86.67%	1.20
☐	4. hr assistentti	71 (6.65%)	$92.89 (10.63%)	$1.31	65 (6.18%)	95.38%	1.11
☐	5. virtuaaliassistentti	50 (4.69%)	$26.21 (3.00%)	$0.52	52 (4.94%)	69.23%	1.52
☐	6. assistenttipalvelut	17 (1.59%)	$5.71 (0.65%)	$0.34	18 (1.71%)	66.67%	1.50
☐	7. sihteeripalvelut	17 (1.59%)	$6.56 (0.75%)	$0.39	19 (1.81%)	68.42%	1.68
☐	8. toimistoassistentti	16 (1.50%)	$14.85 (1.70%)	$0.93	15 (1.43%)	100.00%	1.00
☐	9. assistenttipalvelu	13 (1.22%)	$3.76 (0.43%)	$0.29	14 (1.33%)	78.57%	1.21
☐	10. markkinointiassistentti	10 (0.94%)	$9.41 (1.08%)	$0.94	10 (0.95%)	90.00%	1.10

Figure 27. Myagent.fi Google AdWords campaign data.

4.10.2 Filling seed keywords

Seed keywords are the foundation of any the keyword research. The process is all about coming up with keywords describing the product or service with different variations and synonyms based on own industry knowledge as well as buyer personas. These phrases are the most important keywords phrases to rank

for in the SERPs, because these are the specific terms that target audience is conducting when typing their informational search queries (Leist, 2017).

In this step, keyword related brainstorming is needed. MyAgent is a BPO service, and there for its core product, the benefit it offers for clients, is increase their work efficacy by getting better results from those business areas they don't have enough expertise, or they simply do not have enough time in their hands to manage all their business functions. In other words, the way they provide this benefit for their clients, is through business process outsourcing, consultation and delegation. Now, there are already three seed terms to start with. What are the other benefits they offer through their core products? I.e. better time management for businesses and so on. This said, they have two seed term buckets: business process outsourcing & delegation and efficient time management for businesses. These seed words are targeted for on-site content such product descriptions, rather than blog topics. The next phase will concentrate more on seed term related topics.

The primary purpose of this SEO campaign is to rank first with keywords "virtuaaliassistentti" and "assistenttipalvelu". Seed keyword ideas could include terms such as toimistoassistentti, myyntiassistentti, markkinointiassistentti and so on.

Note, the completed keyword lists can be found from appendix section.

4.10.3 Generating a list of relevant topics

The first step to generate a list of relevant topics for MyAgent is to create a list of important, relevant topics based on the company and BPO industry. To begin the process, the first step is to brainstorm all those topics MyAgent wish to rank in terms of generic buckets. As a rule of thumb, a company should come up with at least 5-10 topic buckets they believe to be important and relevant for their business, and then later in the process using these lists to find industry specific keywords related to target audience (Leist, 2017).

Companies that run their first online marketing campaigns and/or that are lacking KPIs, keyword research has to rely little bit more on guessing. I.e. as discovered on the first phase, MyAgent site has so low organic traffic volume, that Google search console do not offer much any valuable data about organic search terms. However,

customer research and buyer personas are great help to conduct this process, and help marketers make decisions based on real customer data.

Now, based on the content audit and customer research, MyAgent list of relevant topics includes eight generic buckets in addition two those two seed term buckets. The relevant topics are: Marketing communications, content creation, customer service and support, technical support, business research, customer relationship management, sales support activities and event management & organization. These are many ways on how MyAgent can help its clients to improve their work efficacy, and therefore they all are great topics to start writing content. On the contrary to seed term buckets, these topics make great ideas for blog and drive top-of-the-funnel traffic.

For example, choosing the topic "content creation" and brainstorming what would target audience type in related to that topic. In this point, marketers should be looking for head and body terms, meaning either single keywords or not more than three phrases. For Myagent, this might include search phrases such as: SEO työkalut (SEO tools), SEO opas (guide to SEO), HTML SEO, verkkosivujen optimointi (site optimization), Google optimointi itse (how to conduct SEO yourself), mitä se on (what is SEO), Google näkyvyyden parantaminen (generating awareness in Google), meta tagit SEO (meta tags SEO), On-site sisältö (on-site content), blog SEO etc. As example, all these topics are related to the generic bucket "content creation". Through this type of targeting MyAgent can create brand awareness for, by first tactically find the relevant keywords and then introducing the problem for visitors. Eventually, by targeting these keywords will make their site to rank better in the SERPs.

It is good to keep in mind, that the main emphasis in this phase is not to come up with the final keywords and the list will be narrowed down in later steps. Rather, marketers should be as creative as possible, focusing on brainstorming keywords and phrases that target audience are likely to search for content related to certain topic. Also, this may help marketers to identify future content ideas better and getting better understanding of available contents once listing topics into separate buckets.

Note, the generic bucket list can be found in the appendix section.

4.10.4 Related search terms

Once a company has created a solid list of keywords it is time to think out of the box by looking for related search terms. This is a creative step, and some marketers can be face difficulties to come up with more keywords target audience might be searching for. However, free tools such as Google AdWords keyword planner offers a great option to explore keywords related to a certain keyword. For example, looking for related keywords to search term seo työkalu (SEO tool), Google Adwords keyword planner suggested the following keywords: hakukoneoptimointi, (seach engine optimization), google mainonta (Google advertising), google hakusanaoptimointi (google search engine optimiziation) and the list goes on. Keyword suggestion are based on relevance and average monthly searches. It also provides data about the level of competition and suggested bids.

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
seo työkalu ▾	– –		–	–	»

Show rows: 30 ▾ 1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
hakukoneoptimointi	1K – 10K	High	฿128.27	–	»
google mainonta	100 – 1K	High	฿260.18	–	»
google hakukoneoptimointi	10 – 100	High	฿147.62	–	»
seo optimointi	10 – 100	High	฿95.95	–	»
hakukoneoptimointi opas	10 – 100	High	฿107.47	–	»
markkinointi	1K – 10K	Medium	฿83.08	–	»
hakukoneoptimointi google	10 – 100	High	฿113.45	–	»

Figure 28. Google keyword planner search volume data and trends.

In addition to Google Keyword planner, there are also other free or freemium tools to begin keyword research. For example, keywordtool.io can help marketers to search for related keywords. The downside of free tools is that they are hiding some additional information, such as organic search volumes, and revealing the hidden data requires a membership.
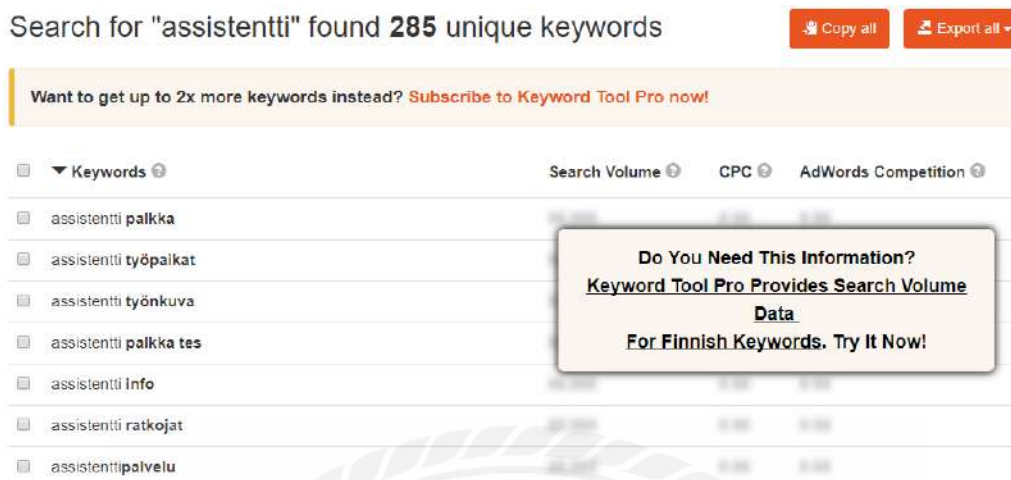
Figure 29. keywordtool.io search

Another great way to find related search terms is Google's head auto-suggest. It is a surprisingly simple yet hugely effective way to figure out which keywords to target. Auto-suggests are based on factors, like the popularity and freshness of search terms, and therefore can provide marketers valuable keyword ideas. For example, MyAgent can use Google's auto-suggest feature to learn the keywords used more frequently by surveying a particular keyword, such as "hakukoneoptimointi" (search engine optimization), and Google will suggest related popular searches such as hakukoneoptimointi seo, (search engine optimization seo) hakukoneoptimointi hinta (search engine optimization price) and hakukoneoptimointi google (search engine optimization google). This can help MyAgent, as well as any other companies, to utilize overlooked keyword phrases or parallel phrases i.e. in their blogs, that they wouldn't have considered otherwise.
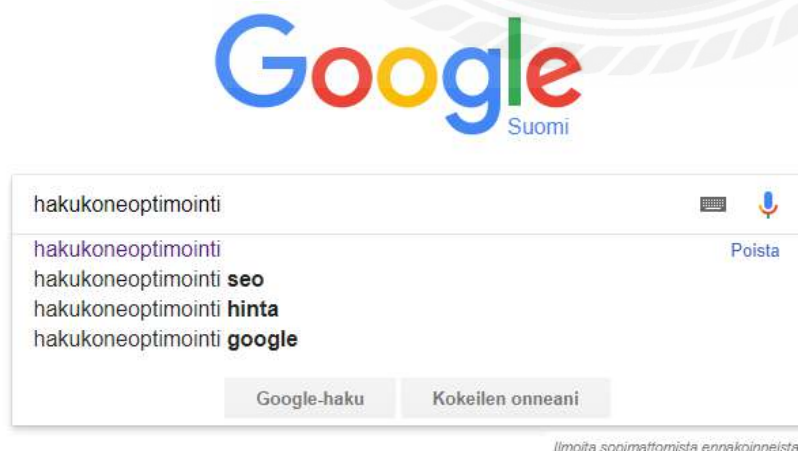
Figure 30. Example of Google auto-suggest.

In addition to auto-suggest, Google search offers yet another helpful and simple technique for those who are struggling to think of more keywords. After typing the keyword in to search box and then scrolling down of Google's result page, there will be suggestions for related searches. These keywords phrases can give great ideas for marketers as they are looking for relevant keywords.

Figure 31. Example of Google search related terms

4.10.5 Head terms and long-tail keywords

In addition to head and body terms, the long tail of search demand has been around since the beginning of search engines, and since then marketers have been attempting capture their niches by highly targeted and descriptive keyword phrases. Long-tale keywords are longer and describing keyword phrases usually containing more than three words, unlike head and body phrases that are very generic and not more than three words in length.

Obviously, for markets it is great to work with keywords that have thousands of searches a day, or even hundreds of searches a day, but in fact, these popular search queries are responsible less than 30 percent of searches conducted on search engines. The majority, remaining 70 percent of searches, are long-tail searches, which makes them very important element in SEO. There are hundreds of millions long-tail unique searches a day that might be performed only few times a day, but together they make the majority of the world's search volume (MOZ).
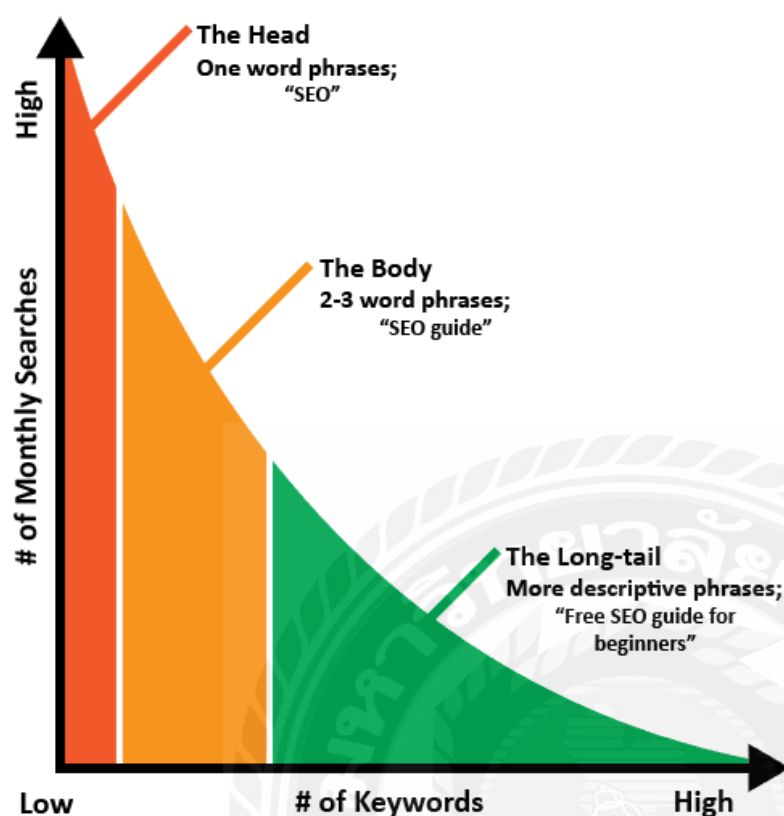
Figure 32. Number of monthly searches in proportion to length of search query.

As a rule of thumb, marketers need to ensure that their keyword strategy will involve a mix of head and body terms as well as a mix of long-tail phrases that are balanced with long-term goals and short-term wins (Leist, 2017). As seen in figure 33, the number of monthly searches is much higher making them much more competitive in general, and therefore, they are more difficult to rank than long-tail phrases. For example, considering if MyAgent would target a head term "outsourcing" and a long-tail phrase "the value of customer service and support outsourcing for small businesses", obviously the search volume and difficulty to rank for is much higher for the single phrase "outsourcing". However, while head terms generally drive more traffic, the quality of this traffic is low.

In turn, the traffic from the phrase "the value of business process outsourcing for small businesses" is driving high-quality site traffic, thus being more desirable. This is because when people are searching something particular in mind, they are more likely to convert making them as more qualified, high-quality traffic. Simply because long-tail phrases tend to be more accurate, it is generally easier to understand what those people are looking for by those keywords they use for searches. To return the previous example, someone searching for "outsourcing", that could mean he or she is searching for an entirely host of reason unrelated to one's business.

In turn, the long-tail keyword phrase "the value of customer service and support outsourcing for small businesses" would be very specific, thus driving less, but more high-quality traffic to MyAgent site.
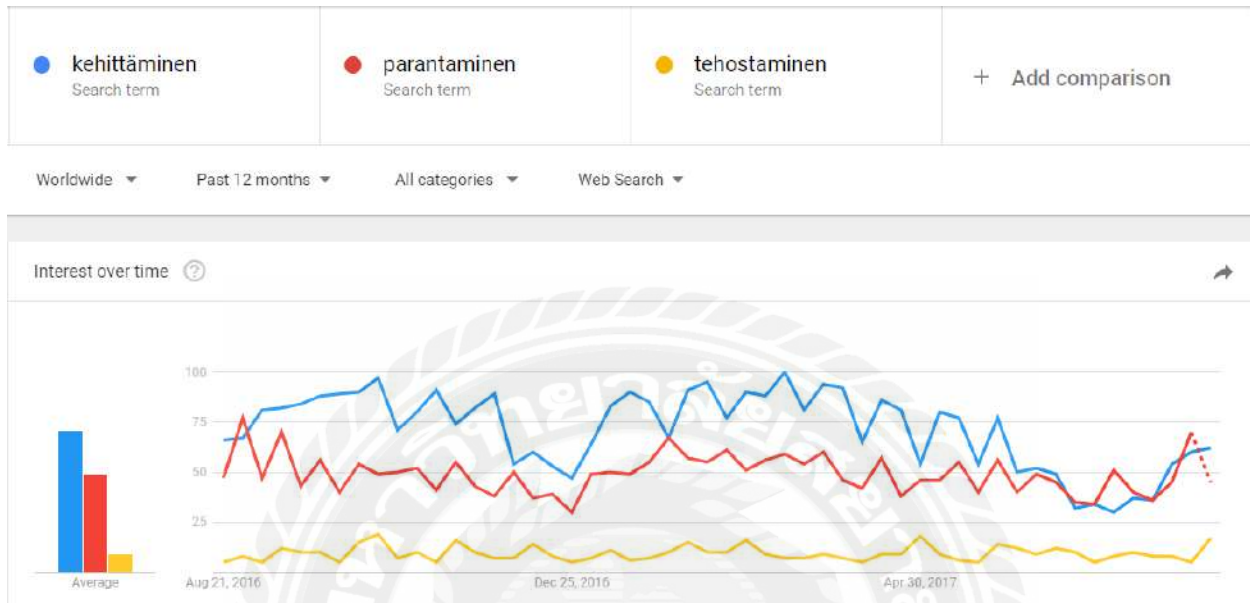
Figure 33. Google Trends report, comparing search volumes of terms kehittäminen, parantaminen and tehostaminen.

In addition, marketers might struggle while deciding which synonym they should choose for their long-tail phrases. For example, when looking to target a long-tale phrase, MyAgent might want to target a keyword phrase "how to do delegate effectively", but what if a term "efficiently" would be better than "effectively" in terms of SEO? Again, Google can provide the answer for marketers. Now, as MyAgent is looking to a long-tail keyword about how to delegate effectively, they would have three Finnish synonyms to select the right keyword, i.e.: "kehittäminen", "parantaminen" or "tehostaminen". The next step is to feed these words into Google Trends and it will tell the interest of each keyword over a given time. Based on this example, the keyword "kehittäminen" would be the best option for MyAgent, and they could target a blog about "delegoinnin kehittäminen työelämässä".

MyAgent long-tail keyword targeting will be based on the results from seed keyword survey and then, optimizing terms using google trends. Seed keyword survey include two set of questions, and the first set is prospect specific questions:

1. If you are looking for help to manage a certain business function better, what would you search for?

2. If you are looking industry specific tips to a certain problem, what would you search for?

3. If you want to learn the basics of a new program or tool, what would you search for?

The second set is lead specific questions:

1) If you want to find addition information for purchasing a certain product or service, what would you search for?

2) If you are looking to compare two or more products or services, what would you search for?

3) If you are considering purchasing its product or service, but you need more information about the company, what would you search for?

4) If you are in a situation, where you can't decide whether outsource a certain business function, what would you search for?

Based on real customer data, it will be easier to come up with relevant long-tale keywords and CTR will likely to be higher. These questions can be found it appendix section as part of customer interview.

4.10.6 Competitor keyword research

Competitor-based keyword research is a modern approach to finding low-competition, high search volume keywords, and it's one that's becoming increasingly popular among SEO's and content marketers. The goal is to find best keywords to rank and getting a sense of the types of terms competitors are ranking for (Parrot). Identifying which keywords competitors are looking to rank for can offer a great way to help giving the keyword list second evaluation. Also, if a competitor is ranking for same keyword, it makes sense to work on improving ranking for those phrases. On the contrary, those keywords shouldn't be ignored that the other competitors are not targeting, because they might offer a big opportunity to own market share on important terms (Leist, 2017).
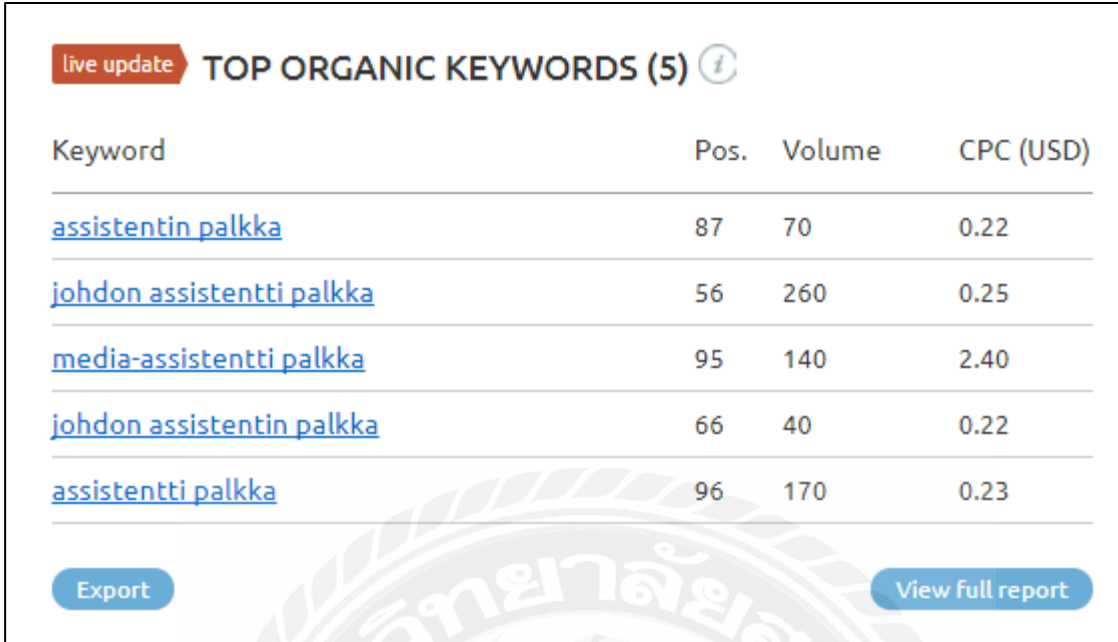
There are many great tools to find out on what keywords competitors are ranking for, for example SEMrush. SEMrush allows you to run several free reports that show you the top keywords for the domain you enter. This is a quick way to get a sense of the types of terms your competitors are ranking for. Also, Google keyword

planner tool will show the level of competition and suggested bid for any given keyword. This help marketers to understand the balance of keywords that might be difficult to rank due to competition, against those terms that are a little more realistic, which will help marketers maintain a similar balance that the mix of long-tail and head terms allows (Leist, 2017). After all, the goal is to end up with a list of keywords that provide some quick wins but also helps you make progress toward bigger SEO goals.

MyAgent keyword competitors are based on seed keywords "vituaaliassistentti" and "assistenttipalvelut" Google's first page search results. Domain keyword overview check was performed to following six URLs that were competing those seed terms: valokkidesign.fi, virtuaaliassistenttipalvelu.com, virtuaaliassistentit.com, bcpapula.fi, avitas.fi and askaremo.fi/. Unfortunately, the quality of data that keyword and SEO tools provide for marketers, are very much dependent on geographic location and language, which both are big factors in terms of search volumes and market area. If search volumes of certain keywords are too low, crawlers can't provide any data. Also, small sites with low traffic, may not provide adequate amount of data for SEO crawlers.

So, while running a competitor keyword analysis for given URLs, none of the SEO tools SEMrush, Ahrefs and Moz's open site explorers couldn't provide any organic nor paid search information, due to reason that they haven't noticed the given domains ranked in Google's top 100 organic results with keywords from their databases.

However, there was one exception, the domain overview of virtuaaliassistentit.com/ that had enough data for crawlers to find top organic keywords. Top organic keywords to bring traffic for domain virtuaaliassistentit.com are: "assistentin palkka"," media-assistentti palkka", "johdon assistentti palkka" and "assistentti palkka". Interestingly, not any of these keywords are related to their service, but they all are "salary-related" informational search queries. So, this is an example of driving traffic through related search terms, but this data doesn't help much MyAgent, if any.

Figure 34. SEMrush top organic keywords analysis.

Because there was simply not enough data to crawl competitor's websites, the second option is to conduct a manual keyword structure research site by site and create a list of seed websites in order to generate a list of proven keywords. First step is to measure the authority of selected domains. This can be done with the help of free SEO tools, such as MOZ Bar. MOZ Bar is a free Chrome extension that gives a good indication of the overall strength of any domain using MOZ's Domain Authority (DA) metric. It also allows you to gauge strength of your competition in SERPs, which is exactly what you'll be using for this (Parrot).

Surveying the keywords "virtuaaliassistentti" and "assintenttipalvelu" showed that the competitors DA scores were lows, meaning they have weak domain authorities. The best DA was 25, and rest of the pages ranked score under 20. This indicates, that ranking against these domains should be relatively easy task with the given seed terms. This is good news for MyAgent. But because all these URLs have weak DAs, it also means it is probably not worth to research their keyword structure but searching indirect competitors with higher DA score using keywords. So, next option is to head over to Google and search for "niche + blog", or i.e. top "niche" blogs, best "niche" blog, list of "niche" blogs etc.

Competitor URL	PA	DA
https://www.avitas.fi/	37	25
http://virtuaaliassistentit.com/	25	11
http://www.virtuaaliassistenttipalvelu.com/	1	1
https://www.askaremo.fi/	22	11
http://www.valokkidesign.fi/	20	7
https://bcpapula.fi/	31	19

Figure 35. Page and domain authority MyAgent competitor analysis.

Interestingly enough, after searching for popular blogs using keywords "markkinointi ja viestintä blogi", "markkinointi blogi" "sisällöntuonto blogi", "asiakaspalvelu blogi", "myynnin tuki blog", "IT-tuki blogi", "ajanhallinta blogi", "markkinointitutkimus blogi", "markkinatutkimus blogi", "asiakkuuksien hallinta blogi", "tutkimustyö blogi", "selvitystyö blogi", "ulkoistaminen blogi" and "delegointi blogi", there was not many domains having a strong DA, few big newspaper websites such as hs.fi, city.blog, marmai.fi, savonsanomat.fi etc., which none of them are competitors for MyAgent. More interestingly, even these big websites such as marmai's marketing communications blog were missing entirely the key elements of SEO, like meta descriptions and meta keywords. Also, for many of these topics there were simply no blogs, which can offer a great opportunity for MyAgent. Although, this research failed to deliver any valuable keyword data, yet it pointed out that SEO competition is relatively low and there is a market niche to capture.

4.10.7 Cutting down and prioritizing keyword list

Luckily for marketers, there are no need for guessing the popularity and search volumes of certain keywords of phrases, because today there are many modern tools to improve keyword research such as Google's free keyword planner, SEMrush keyword analytics or MOZ keyword explorer. All of them provides marketers very valuable data, helping them select the best keywords by following their guideline based on several technical factors.

First marketers have to understand what makes a certain keyword desirable. The common factors that define a keyword's value are: Monthly search volume (the higher, the better), keyword difficulty (lower means easier), a cost-per-click (cost presence on Google's AdWords marketplace), and a competitive density. Now after the several stages of keyword research, as a result there should be vast list of different keywords and phrases. However, it is not possible to select them all and therefore, the list has to be narrowed down based on keyword value. For instance, MyAgent keyword ideation resulted overall more than thousand keyword ideas.

Google keyword planner is a great tool to narrow down keywords, because it can get search volume and traffic estimates for keywords a company is considering. Unfortunately, it has its limitations, especially if it used to get search volumes in other languages, such as Finnish. Therefore, in many cases, it cannot display search volume charts due to low keyword searches volumes. This is the reason why finding data about keyword search volumes and competitive density can be difficult in less popular languages, especially finding data about long-tail keywords can be extremely frustrating process. However, marketers can make up for a bit if they use the information they learned from keyword planner and use Google Trends to fill in some blanks.

For example, if a search term "projektinhallinta" has a high search volume but high competition, MyAgent might want to use it in as a part of long-tail keyword, such as "projektinhallinnan parantaminen delegoinnin avulla" for more specific targeting and to lower the competitive density. However, now keyword planner does not provide any search data due to low search volumes. In this point marketers can check the most trending singe terms to fill out the long-tail keyword phrase. I.e., a keyword "kehittäminen" is trending more than "parantaminen", and therefore it is the long-tail phrase should be "proektinhallinnan kehittäminen delegoinnin avulla"

Furthermore, using the keyword planner to flag any terms on the list that have way too little, or way too high monthly search volumes, help to maintain a healthy mix of keyword terms and phrase. But before getting rid of any keyword ideas, revising their trend history and projections in Google Trends can indicate if some terms should invest in now and reap the benefits for later.
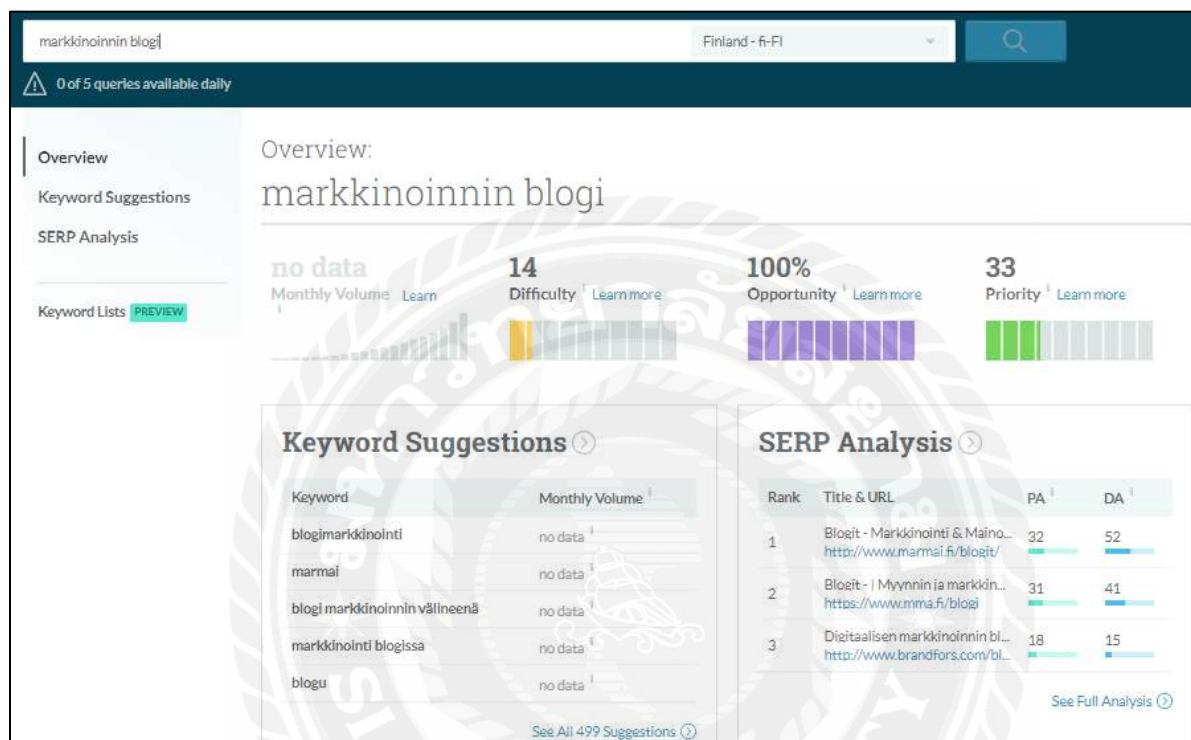
Figure 36. MOZ keyword explorer overview for search term "markkinoinnin blogi".

Lastly before choosing the final keywords for SEO campaigns, marketers need to prioritize their keywords. The way how to prioritize keywords will depend largely on how company wants to influence search results. If it wants to target high-volume keywords, they should be first prioritized, whereas a company seeks to target low-volume, specific keywords, they should move them to the top of the list and target them more aggressively. Each approach has its pros and cons, and what company chooses to do ultimately depends on objectives.

4.10.8 MyAgent on-site keyword targeting

My MyAgent current SEO goal, excluding blog, is to rank with seed terms, "assistentti", "assistenttipalvelu", "virtuaaliassistentti". Therefore, this keyword campaign emphasizes the seed key term bucket business process outsourcing and delegation. The strategy is to target these low-volume, specific keywords and move them to the top of Google.

The actions to be taken include creating product pages for each following keyword item: "Johdon assistentti", "myyntiassistentti", "markkinointiassistentti", "hr assisentti", "sihteeripalvelu"," rekrytoinnin ulkoistaminen" toimistoassistentti" and other services they offer. Each of these product pages should be created in such ways that they are branded with keyword "myagent", and the keywords used in most important SEO elements include keywords: "vituaaliassistentti", "delegointi", "etäassistentti", "assistenttipalvelut" etc. Also, to utilize suggestions to related searches, these pages should include keywords such as "henkilökohtainen assistentti" and "assistentin työkuva". The goal is not to stuff keywords to the website but use the term "assistentti" naturally to each page SEO elements.

For now, the emphasis will be on those selected seed keywords that are directly related business process outsourcing & delegation and great product pages. Targeting these seed terms is the highest priority. Later, it can be considered to start targeting also keywords from the "time management" seed term bucket.

Current ranking, search volumes, difficulty and opportunities for terms virtuaaliassistentti, assistenttipalvelu and assistentti can be found from appendix section.

4.10.9 MyAgent blog keyword targeting

In addition to target seed terms to improve industry specific keyword ranking, the next highest priority is to create blog using related search terms. It will be the main tactic to drive more organic traffic to MyAgent website and create brand awareness. Relevant list topics included the following generic buckets: Marketing communications, content creation, customer service and support, technical support, business/

marketing research, customer relationship management, sales support activities and event management & organization.

Now, to start the MyAgent blog, it is better to merge these blogs into larger topics. To start the blog, there should be three main topics to share tips and educate readers. First blog topic would be marketing blog, including areas such as marketing communication, content creation and business/ marketing research. The second main topic for MyAgent blog would be customer success blog, including sub topics such as customer service and support and customer relationship management. The last blog, for now, would be sales blog including topics such as sales and sales support activities. Hubspot has a great example of categorizing its subtopics into three main blogs as seen in figure 37.

Figure 37. Example how HubSpot has categories its blog topics into three separate blog sections.

This also offers a great opportunity for MyAgent, because based on competitor keyword research, the competition in these areas are low in SEO-wise. Although, the overall search volumes are low, there are certainly a niche in Finnish markets that have need for this type of blog topics as marketing, sales and customer success, wanting to learn new tips and tools, while understanding existing and future trends.

The keyword strategy for MyAgent blog is to target high-volume keywords to increase traffic. At the beginning, topics should be more generic, rather than niche specific i.e. creating a blog targeting a keyword "yritysblogin perustaminen", as a part of the marketing blog. This keyword phrase as high average monthly searches and low competition.

The emphasis will be on sales, marketing and customer success blog topics. Later, it can be considered to start targeting also keywords from generic bucket technical support and event planning and management. However, these keyword lists can be used to optimize product pages, as well as in newsletter campaigns and social media postings. But for now, to maintain the focus, only three main blog topics will be used.

Note, all keyword lists will be found on appendices and keywords have been ranked based on their average monthly searches, competition and suggested bids, suggested by Google. All high-volume keywords will be targeted to optimize blog content for better SERPs.
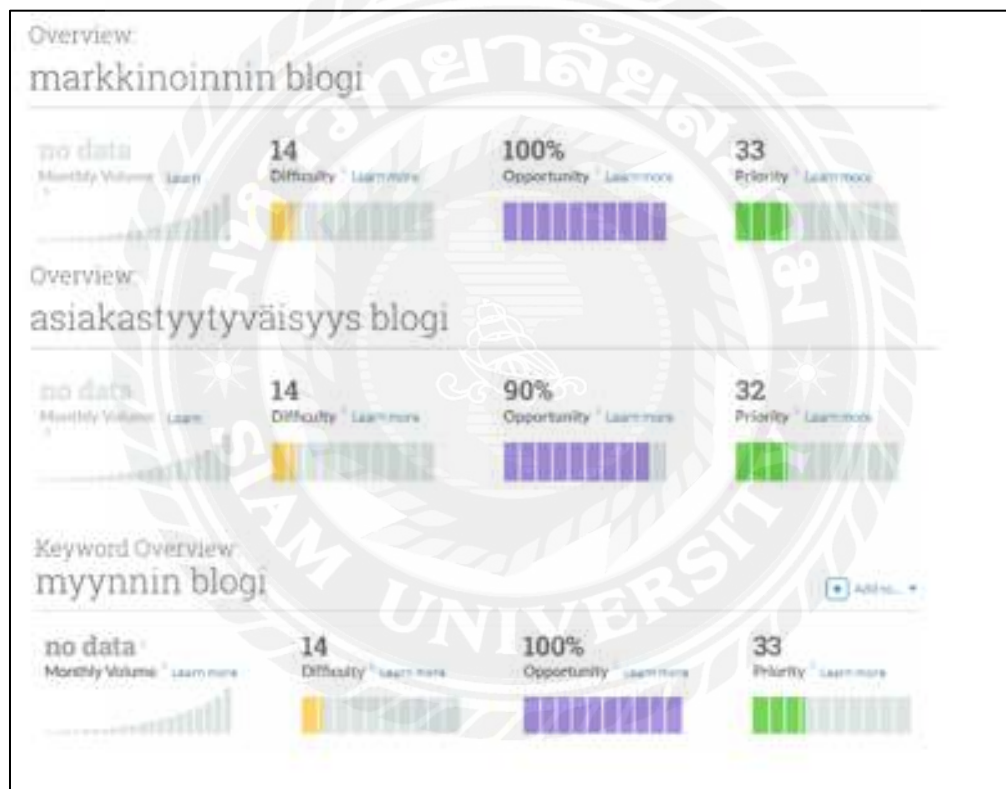
Figure 38. If MyAgent decide to categorize its blog sections as HubSpot in previous example, this figure demonstrates difficulty, opportunity and priority to each headline keywords for blogs.

4.11 Objectives setting

Without objectives company has no real direction and marketing objectives can make or break the future success. Without a focused direction when things begin go not as planned, any business can easily lose its direction and begin to flounder. And when it comes to content marketing, companies need to have clear content objectives that help them to keep their content right on course, to understand why content is being created and what they want to achieve from it (Bryan, 2015).

Setting objectives can be done right of the beginning of a marketing campaign, or in the end of the situation analysis. The approach when to set objectives is depended on the campaign, but as a rule of thumb, there should be clear objectives before choosing the marketing tactics.

Now, in the case of MyAgent, objectives setting is end of the situation analysis, because before setting any objectives, it was important to understand the current situation of their on-site marketing through SEO and content audit, to get better understanding of their target audience through customer research and identify the relevant keywords for their SEO campaign. Also, only after identifying the mission and vision of the company, the next step is to set series of objectives specifying in terms of how mission, and eventually vision, will be achieved. These objectives will be building blocks and guiding light for the content marketing strategy and all marketing efforts in general.

4.11.1 Objectives and sales funnel

Those players, who has just entered the market, focus of content marketing should be top-of-funnel, creating brand awareness that is. Creating brand awareness is all about making potential customers to recognize the existence and availability of a company's product or service It defines on how potential customers will identify one's brand in a lineup with all the other industry players. If the company has failed gaining any awareness, content, or more importantly, company's products or services may stay hidden and only few, if none, recognize one's brand. However, a business with stellar brand awareness has a constant funnel of potential

customers and creating relevant and useful content for target audiences is a great way to generate brand awareness as top-of-funnel tactic.

Companies, who have been around for some time, mostly the primary focus of content marketing is to bring in qualified those leads who has become familiar with the brand. Companies aim to convert website traffic into leads that they then begin to nurture as art of their sales cycle. In other words, lead generation is the stage of the initiation of consumer interest or enquiry into products or services of a business to bring potential customers closer to a purchasing decision.

Lastly, companies seek to get profit out of their businesses and convert leads into customers and repeat customers, and eventually into loyal customers. Bottom-of-funnel focus on trigger the final purchasing decision among leads and reward existing customers with loyalty programs etc.

As seen, each stage is a continuum, directing customers through sales funnel. Therefore, it makes content marketing management much easier, if all stages have specific objectives and not focusing all at once.

4.11.2 SMART objectives

When identifying specific marketing objectives to support long-term goals, it is common practice to apply the widely used SMART mnemonic. SMART stands for specific, measurable attainable, relevant and time bound-bound. It is a methodology of goal setting that helps organizations to establish concrete and achievable goals by following its five principles.

Here are some examples of goals that need more work: To increase the number of website visitors, leads, and sales. Below are the same goals turned into well-defined marketing goals: A company needs x (specific number) mount of visitors, x amount of leads (specific number), and x number of customers (specific number) within the next x timeline (i.e. twelve months) to achieve the revenue goal of x (specific number) amount of money from content marketing (Ruffolo, 2016).

Note, MyAgent SMART objectives will be found in appendix.

4.12 ROI of content marketing

Business owners and managers are perceived online marketing like any other investment, and they are eager to get involved, but only if it proves to have clear ROI for business. They read and hear everywhere, that publishing digital content and getting active on social media is key to success, but then arises the question of what value all this can provide to their business? Good question indeed, especially when only 21% of B2B marketers believe that their content marketing programs are successful at tracking a return on investment (ROI)(Lavery, 2017).

The reason why as low as only 21% B2B do not consider their content ROI tracking successful, may lie behind the facts that marketers face at least two difficulties with calculating the ROI of content marketing efforts. The first problem is the long-term nature of content marketing and the fact that most content marketing campaigns start with negative ROI. This said, marketers must be patient, and early measures of content ROI should be taken lightly (Demers, 2017).

The second problem concerns the challenge of measuring objectively the multifaced benefits content marketing can bring for business. I.e. it can be challenging to uncover a numerical value for brand's reputation, but any enhancements will ultimately show up in the form of excessive sales (Demers, 2017). Despite these challenges, content marketing ROI can, and should be measured, and to do so, it starts with calculating the costs of content marketing investments.

4.12.1 Calculating costs
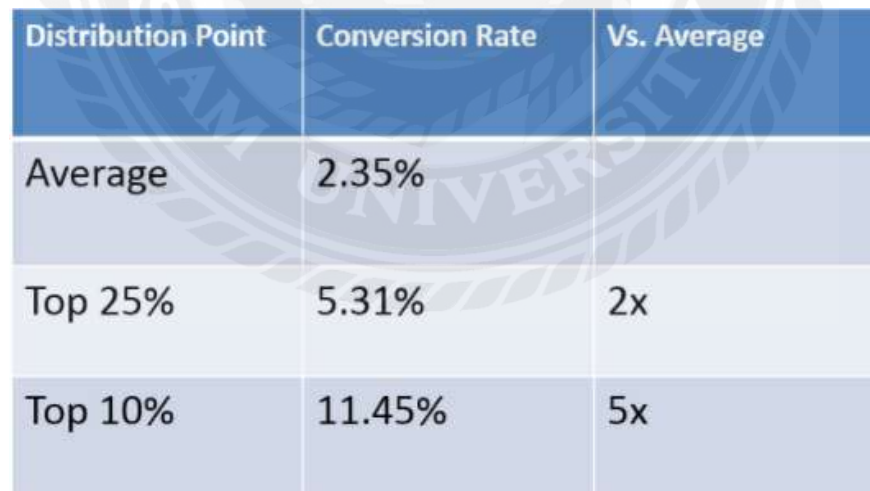
First and foremost, to figure out of the content marketing ROI, marketers need to calculate the investment part of the ROI equation. This begins with finding out the costs of content marketing without leaving any stones unturned. The process of calculate costs will be very straightforward i.e. in cases where content has been created by one third party content marketing agency.

However, things can get trickier if a company is using numerous contractors or if in-house employees are engaging in work relating to content marketing campaign, then of course all these costs such as time and salary

should be included when calculating the investment part. Eventually, to calculate content marketing ROI effectively, marketers should come up with a regular estimate of how much content marketing cost in given timeframe i.e. content marketing monthly spending.

4.12.2 Calculating ROI through conversion rate

In terms of content marketing, the biggest challenge of ROI is to measure the amount of profit content it is bringing in. It is measured through ROI metrics, referring metrics such as transaction volume and average purchase value that attribute revenue to a content marketing campaign. More specifically, perhaps the most convenient way to calculate content marketing ROI is through on-site conversions. First, marketers have to define a conversion for their campaign, such as product purchase or newsletter description and then establish the value of a conversion. Next, if a company offers products for purchase, all they have to do is calculate the average purchase price and average monthly conversion rates from a given timeline. However, for more complex sales cycles, no direct calculation is possible (Skok).

Distribution Point	Conversion Rate	Vs. Average
Average	2.35%	
Top 25%	5.31%	2x
Top 10%	11.45%	5x

Figure 39. Figure points out average conversion rate, and those who companies who represent the top 25% and 10% in terms of conversion rates (WordStream).

About one of four of all accounts have less than 1% conversion rates. The average conversion rate is 2.35%, but the top 25% of accounts have 5.31% or greater being two times higher than average and the top 10% of advertisers have account conversion rates of 11.45% or more, that is five times higher vs. average (WordStream).

As an imaginary example, Olli is a private entrepreneur who is offering consultation B2B services. He started his first content marketing campaign one year ago, and after one year he gets 5,000 website visitors on average in his website. He has established great top-of-funnel content that converts 10 percent of visitors into leads, meaning that his website converts 500 leads a month. He has defined lead as a visitor, who has responded call-to-actions on his website by subscribing newsletter, downloading company leaflet or sending a query. His website's bottom-of-funnel conversion rate, from lead to customer, is industry average 2.35 percent leading to 12 purchasing customers per month and the average purchase value is 500 euros. This means his average monthly revenue from content marketing is 6,000 euros per month.
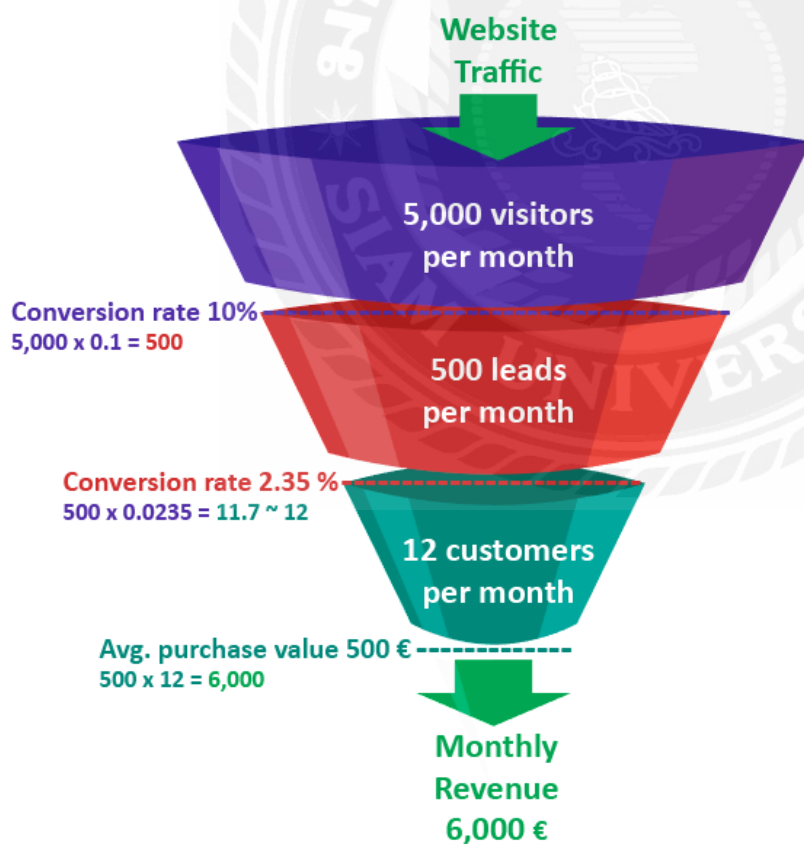
However, he does not have time to create on-site content by himself, so he is using third party writers to create content for him. He is publishing four pieces of content to his website per week, and he is paying 100 euros per a piece of content on average. In addition, he is paying 400 euros per month for third party company to provide him a one newsletter campaign per month. In other words, he is investing 2,000 euros per month for his content marketing.

The ROI is simple in cases like this, where a company offer

Figure 40. Example of ROI funnel.

products or services for purchase. Now, all a company has to do is calculate the monthly revenue, i.e. like in in the case above, where average purchase value of 500 euros is multiplied with 12 customers, which gives the monthly revenue of 6,000 euros. ROI formula is total revenue minus total investment and then also divided by total investment: ROI = (6,000 - 2,000) / 2,000 = 2. ROI typically expressed as a percentage, so result hast be multiplied by 100: 2 x 100 = 185.7 ~ 200 %. Thus, revenue to content marketing cost ratio is 1:3, and the ROI ratio represents how much money is generated for every euro spent in content marketing (Leone, 2016).

Ideally, revenue or sales transactions are the ultimate gain from investment. However, if a company do not operate in a high-transaction business, it can take weeks, months, or even years to track ROI of each campaign. I.e. many startups may struggle with content marketing ROI calculations when they implement their first content marketing campaign. Because in this point, they may not have any conversion data available such as conversion rates, and rather than focusing on the revenue, marketers should focus first on qualitative and peripheral benefits. In content marketing terms, this means using leading metrics, or any metrics that serve as a proxy for revenue (Burney,   2016).

4.12.3 ROI qualitative and peripheral benefits

The challenge measuring ROI without transaction volume, average purchase value or revenue, is to pick leading metrics that are relevant and important to one's business. Generally, leading metrics serve as markers of progress towards a sale, or KPIs and they vary greatly depending on the business model (Burney, 2016). Measuring content marketing ROI also need to account for peripheral and incalculable benefits that content marketing brings on table, such as brand visibility, brand reputation and customer retention.

Having content featured in an external publication will increase brand visibility, simply because more people will become aware of the brand, regardless of whether they click through to the site. These people may visit that particular site next day or be more likely to click through when they see the same brand again in future (Demers, 2017).

Secondly, brand reputation can break or make a brand. As a company website gain more visitors and relationships with influencers, the brand reputation will grow. This will make it more likely for visitors to trust the brand, and more importantly, convert in the future (Demers, 2017).

Also, as emphasizing through this study, content is also responsible for keeping existing customer base loyal and satisfied, even after the purchasing decision. Especially, if a part of the content strategy is dedicated to customer service (Demers, 2017).

How to measure peripheral and incalculable benefits is depending entirely on objectives, by using leading metrics and ROI metrics. Leading metrics could include: Website traffic, newsletter subscribers, link metrics, SERPS, social media engagement, key form conversions, webinars and event attendance, demo completion, average session duration, average pages per session, and community engagements such as comments, shares, survey completions, lead volume, lead quality, lead conversion rate, closed business, subscriptions, email lists, RRS feeds, app downloads and subscription length and so on (Burney, 2016).

As an estimate, marketers can compare their monthly marketing investments against the monthly objective benefits of a given content marketing campaign to specify the final ROI of content marketing. However, the qualitative and peripheral benefits make it difficult to determine this figure as a precise calculation.

4.12.4 Content Marketing ROI for MyAgent

MyAgent is in a position, where they are conducting their first content strategy, and prior online marketing efforts they have implemented, have not been controlled, measured or documented in any way, until now. Therefore, they are in a situation, where they have to start their content marketing campaign from scratch. Because of this, there is no current conversion rate data available to calculate the amount of profit content it is expected to bringing in.

Because of the long-term nature of content marketing, implementing the first content marketing campaign, MyAgent must be patient and early measures of ROI should be taken with a grain of salt. It is expected that the first campaign will start with negative ROI.

4.12.5 MyAgent cost of investments

The first content marketing investment decision is related to website structure, whether MyAgent decide to keep their blog on subdomain, transfer it under root domain or create entire new website. The estimated prices are based on Thai baht (THB), and currency rate from baht to euro (€), is based on date 8th of September 2017. In that given date, 1 € equaled 39.92 THB.

First option is to transfer blog.myagent.fi under the root domain myagent.fi, in such way as myagent.fi/blog. Actions include changing the URL and the pointers to the blog site, re-design it and change the structure. Estimated price for this is 20,000 THB that equals 501 €.

The other scenario is not only changing the blog structure and location, but also change the main domain site structure to improve UX through optimized site navigation. The actions include same as in first option, but also it will require re-coding all new pages manually. Estimated price for this is 55,000 THB that equals 1377.65 €.

Third option is to keep blog on subdomain but divide blog into three main sections. Actions include re-designing and changing the subdomain structure. Estimated price 20,000 THB that equals 501 €.

Fourth option, and the recommended option in terms of content marketing and SEO, is to re-build the root domain completely using a CMS and ready themes of own choice. Estimated price is 60,000 THB that equals 1502.89 €.

While compering these prices, it is good to bear in mind that the same web design services rates are considerably higher in Finland than those design companies that are based in Thailand.

Only after deciding the domain structure, on-site content publication can be started. Now, the assumption is that at the first content marketing campaign will be implemented internally without third party agencies, including processes such as content ideation, content creation, content publication and monitoring KPIs. Therefore, MyAgent must estimate the value of time, i.e. how much one work hour cost for them. Then multiplying this amount with the number of hours that has been put into content marketing.

To sum up, MyAgent can count the 'investment' part of ROI, by first calculating costs of changing existing domain structure, and then estimating the value of workhours in creating content internally. If they decide to

outsource content marketing to third party agencies, all they need to do is add the given service cost to ROI formula.

4.12.6 MyAgent lead generation ROI

Objectives of MyAgent content marketing campaign are to generate brand awareness through top-of-funnel content marketing and SEO and to generate leads through middle-of-funnel content. The average purchase value is 800 €. However, it is not possible to calculate the value of visitor or lead, until there are some conversion data available. So, first and foremost MyAgent must define what is the meaning of lead converted through on-site marketing. Visitor can be defined as lead, once any of the following conversion will follow: newsletter subscription, brochure download, filing a service enquiry or taking a free 4 hours trial. After content marketing start to kick in and generate leads and ultimately purchasing customers, to calculate conversion rate they need to divide the total number of sales with the total number of leads and then multiply it with hundred.

When there are clear understating of average monthly conversion rates and the average purchasing value, MyAgent can easily define their lead value. However, because currently there is no actual conversion data available, MyAgent can estimate its conversion rate by applying the average B2B conversion rate of lead generation inbound strategies, that is 3.82%. Because MyAgent has very strong sales department, the estimated conversion rate for customer generation is approximately 10%. Thus, converting leads to purchasing customer ratio is 1:10. Based on these rates, to get one 800€ sale a month, MyAgent need 262 visitors per month to convert 10 leads.

As discussed previously, in most cases content marketing starts with negative ROI. If MyAgent decide to follow the recommended actions and re-build a new website, it will take two to three months' time, before the site start ranking in Google search engines. Also, content marketing should be started by building top-of-funnel content first, which will not show imminently in revenues.

This said, the assumption is that content marketing won't bring any revenue for MyAgent during first three months. If they decide to invest to a new website, the cost will be 1502.89 €. Also, they need to actively publish on-site content, and creating a blogpost will take time 4 hours on average. It would be recommendable, that

especially in the beginning, at least 3 blogposts should be posted on-site. In this case, the estimation is that one blog post will cost around 50 €, with low 12.5 € hourly rate. Thus, monthly cost, for posting three blogpost a week, would be 600 €. Now, the first month investment costs would be adding 1502,89 € to 600 €, equaling around 2,102.89 €, without any revenue. Realistically, not significant revenue, if any, can be expected in first three months from the beginning of content marketing campaign. During this three months' period, estimated investment costs would be 600 € multiplied with three and adding site design costs 1502,89 € on it, equally total investment cost of - 3,302.89 €.

Now, if they achieve their first content marketing objective and increasing the number of website visitors to 500 per month and converting 19 leads per month with industry average conversion rate of 3.85 % during January 1st, 2018 to April 1st, 2018, they will generate 1.9 ~ 2 sales per month, which makes content marketing monthly revenue 1,600 € per month. This is the first time, MyAgent could calculate their content marketing ROI, (1,600 - 600) / 600 x 100 = leaving positive ROI of 166.66 % ~ 167 %.

After content marketing has achieved its momentum and reaching the target audience as planned during April 1st, 2019 to July 1st, 2019, increasing website traffic to 2625 visitors per month with prior conversion rates, this would mean MyAgent would generate 10 sales per month through its on-site content marketing resulting 8000 € monthly revenue. In this point, there would be a lot more content that would need more money to maintain and manage, and the monthly content marketing investments can be expected to rise from 600 € to i.e. 2,500 € per month, but still leaving MyAgent content marketing ROI as high as 220 %.

Aside from ROI metrics, the top priority for MyAgent in terms of lead generation is to set up Google Analytics goals and events for its on-site content. Lead generation success metrics include brochure downloads, newsletter subscriptions, queries, four-hour trials, key form of conversions, lead volume and lead conversion rate.

4.12.7 MyAgent peripheral gains of investment

At the beginning of content marketing, the focus should be more on generating brand awareness than leads. If people do not no one's products or brands, there is no way to convert them into leads. However,

as discussed in previous chapter, ROI of brand awareness cannot be calculated, but those efforts can be measured by leading metrics and KPIs that those content marketing investments are bringing in.

SEO efforts are simple and plain, and they can be measured, even without any web tools. Just typing those keywords into Google search box which company is targeting to rank for, and then find the site ranking either manually or with web tools. The value of Google ranking can be calculated through organic traffic it brings in, by dividing the total monthly revenue by the total number of organic visitors. But, even if there is no conversion data in the beginning, as is the case of MyAgent, it is common sense that those sites that has high Google first page ranking, will generate more traffic than those in later pages generating brand visibility. In addition, people tend to trust those brands more than companies with lower rankings and SEO efforts will generate brand reputation, thus ultimately making the conversion rates higher.

To monitor success of SEO efforts, MyAgent need to track SERPs, acquisition through organic search, key sites with content visible in search and link metrics.

Aside from SEO, of course creating great content is the key to success through the sales funnel. First, before generating leads, MyAgent need to focus on top-of-funnel content to generate brand awareness. To understand whether their content marketing is going in right direction, they have to track KPIs such as number of visitors, bounce rate, pages per session, average session duration, most popular content on-site, inbound links and referring domains. These metrics measure initial customer engagement with content on each channel, and they can be optimized daily.

Although leading metrics the revenue of content marketing, it doesn't mean they are any less important than ROI metrics. Measuring and optimizing leading metrics on-site will provide early indicators of success or failure of MyAgent content marketing efforts and tracking these selected leading metrics will predict content marketing cumulative impact on customers' purchasing decisions in the long run

CHAPTER V: CONCLUSION OF THE STUDY

Chapter V includes conclusion, discussion, recommendations from responders and suggestions for future research.

5.1 Conclusion

To conclude this independent study, content marketing, as any other marketing activities, will require great amount of research before implementation. Research work is the key to create data-driven, relevant and high-quality content. MyAgent prior content marketing efforts were lacking planning and customer research processes, thus their content has significant gaps and failed to succeed as all success metrics and KPIs demonstrated. MyAgent management understood the lack of processes they have had, thus based on this study they now decided to build completely new website for their business.

Content marketing, as any other marketing activities, will need lots of research before the implementation. MyAgent didn't have any planning processes nor customer insights backing up their prior content marketing efforts, thus it failed to success. Research and proper planning processes are ultimately the key to create, ideate and optimize data-driven content, that will be high-quality and relevant for its audience.

5.2 Discussions

The given scenario is a common issue across all industries amongst companies that start implementing content marketing. In fact, based on Content Marketing Institute's B2B Content Marketing Research 2016, only 37% of all companies that are implementing content marketing have a documented strategy. (Content Marketing Institute ,2016). This said, more than half of the companies are publishing content without setting timeframes or goals etc., and top of that marketers fail to identify how their content is perceived and who is consuming it. Also, companies must be patient when they decide to implement content marketing, as benefits are not going to show up immediately.

As in the beginning of this study, performance analysis indicated about the poor performance of myagent.fi based on selected key metrics. Also, results of content audit clearly pointed out, that the existing on-site content is not aligned with brand's mission and vision statements. Thus, following those old steps would not lead MyAgent to success in terms of generating brand awareness and leads through content marketing.

This study has additionally introduced numerous tools to find answers to such questions as can be seen above. Today, there is no need or time for guessing games, because the fierce competition on digital channels. Now, myagent.fi domain traffic volumes and quality were proofed to be low in both cases. What are then those key factors that makes better than other? Obviously, as it turned out during this study, the primary reason to unsuccessful content marketing is the absence of documented planning – the absence of content strategy.

However, many marketers are vowing that they have content strategy, yet they fail to see any benefits and soon they ditch the idea of content marketing. Now, the first key factor to is to document everything, which makes content marketing management possible in future. It also enables marketers to monitor success metrics during the way. This was the first significant flaw in MyAgent prior content marketing efforts.

The second obvious reason why content marketing efforts fail is because they are misaligned with the business's core values and goals. Successful content marketing is always aligned with the business's mission and vision statements. MyAgent failed to do this in their prior content, but in future, they must reflect these statements to each piece of content they are planning to publish on their website.

The other, very significant and common problem among companies who are implementing content marketing is that they like to talk about themselves, how excellent their brand, products or services are. The problem is, people don't want to read brand-centric content. This is great bottom-of-funnel tactic, but how to convert potential customers into leads before that? Many marketers agonize with this matter, when the answer is quite simple. Key to successful content marketing is relevant and high-quality content, and this can be only done by thorough customer research. When a company studies customer insights and interviews different customer segments, it will know what type of content each group is looking to consume. This said, MyAgent must develop customer personas based on customer interviews. As part of this study, an interview has been created for three segments: prospects, leads and existing customers. Next step prior to content ideation is to conduct this interview. This will ensure them great starting point for their first content marketing campaign.

In terms of SEO, keyword research is very important process as part of content strategy. Finding a niche and identifying search queries can make or break one's content marketing campaign. Keyword spreadsheets can be also a great way to find content ideas for future blogs etc. As part of this study, a keyword research was conducted to help MyAgent identify the level of competition of certain keywords and search volumes, to help them target keywords in future and ultimately improve their SERPs.

On top of to customer and keyword research, marketers must understand customer lifecycle stages and content marketing funnel. Knowing these principles will help marketers to create relevant and timely content through customer lifecycle, thus ultimately increasing conversion rates. In terms of customer lifecycle, the key finding during content audit was that the MyAgent website is heavily relied on bottom-of--funnel content. Website is full of calls-to-action for trial offers, brochure downloads, and request buttons, despite the assumption that most of visitors isn't ready to buy initially. To succeed in future and improve conversion rates, they need to fill all content gaps utilizing tools such as content marketing matrix.

Another common mistake is to implement content marketing without setting specific business objectives for content. It is incredibly difficult to maintain focus and nearly impossible to measure long-term success. It is not enough only defining mission and vision statement, and along content with-it, but marketers must also set short- and long-term SMART objectives to guide their efforts. Therefore, MyAgent will need a solid set of objectives for their content marketing campaign. As part of this study, three goals have been set, namely: Generating brand awareness, SEO goals and lead generation. Each goal has been then broken into specific SMART short- and long-term objectives.

In terms of turning content marketing into consistent source of revenue in future, marketers must understand content marketing ROI. This study has been emphasizing the fact, that in most cases, content marketing begins with negative ROI, but marketers must also understand the qualitative and peripheral benefits it brings on table. However, in the end, content marketing is one of the highest ROI activities in marketing field.

5.3 Recommendation from Respondents

Based on recommendation from responders, MyAgent decided to create whole new website for their business, because they understood that making all the necessary changes would take as much time and

money than creating a completely new website for their services and corporate blog. They are now using this research findings as a guide to avoid all previous faults, and now they also have clear understanding of the necessary processes what content creation and search engine optimization must include.

Results of the interviews pointed out that MyAgent content didn't offer value for its audience. MyAgent had mainly publishing content about telling themselves, when interviewees actually want to consume content that is solving their problems. This means guides, demo videos, trend reports, infographic case studies, webinars, checklists, data sheets and price guides, whitepapers and communicate better with product features.

Based on recommendations from B2B responders, MyAgent need first to build brand awareness by educating target audience using rational content: guides, trend reports demo videos, infographics and reports and whitepapers. Now, after educating potential customers, they need to move them further down in content marketing funnel, by convincing them publishing webinars, checklists, data sheet & price guides, caste studies and improving the overall buying process by creating more specific product features.

To conclude this recommendation from responders, it can be tempting to create and publish irrelevant content only frequency or better SERPs in mind, and faster too, however, this type of strategy is proven to be ineffective and it is likely to only harm brand image. Hence, the golden rule of content marketing is to understand the target audience and sum the recommendations from responders. This is the only effective way to serve target audience effectively in each and every customer lifecycle stage.

As the interviews proved, quality goes over quantity, and behind every tactic, there should be data-driven strategy to meet target audience wants and needs. Indeed, the buzz word "content is the king" holds true, but only if marketers plan it right.

5.4 Suggestions for Future Research

For future research, the process would be easier to start by doing the customer research. There are no right or wrong order to do these processes, however it can save a lot of precious time. Raw data surely is valuable information for any marketer out there, but without customer insights it is very easy to do wrong hypothesis.

For instance, when collecting data with Google Analytics and results show, that the overall content is performing poorly. Example, now, that if average session duration is low, marketers should create longer content. Wrong. If customer research finds out that the average reader is i.e. a busy businessman who enjoys brief two minutes articles in a form of checklist or such, now these marketers would have started creating long content and only make things even worse.

So, for future research, always start with customer research.

5.5 Research Limitation and Difficulties

The biggest difficulty was the distance between researcher and MyAgent and its target audience. The company as well as the target audience is located in Finland and this independent study was operated in Thailand. This created some challenges, mainly in organizing meetings and finding the interviewees.

Limitations of the study was face to face interviews that are best way to collect information. Also lack of time, only the planning processes and data collection could be done. Thus, the content creation and distribution had to be left out.

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Appendices:

Action list

1. SEO

Site structure decision:

- Subfolder
- Subdomain

Optimize meta tags:

- Title tags
- Meta descriptions
- Image alt text & titles
- Headings <h1> tags
- Subheading <h2>
- <p> tags.

2. Content

Fill content gaps

- Exploration
- Consideration
- Conversion
- Retention

Other:

- Add comment section to blogs
- Remove and emerge items from domain (should be done as part of site structure decision)
- Better UX for brochure download
- Newsletter subscription (currently no active newsletter)
- Blog structure

Customer research

- Find interviewees
- Implement interviews
- Implement seed keyword research
- Create two buyer personas

Buyer persona example

PETTERI KORHONEN

Job title	Co-founder and co-owner of the company
Koriskengät OY	
Responsibilities	Sales, business development. 2
years' experience.	
Industry	B2C Ecommerce, selling basketball shoes and clothing
	Also, B2B event organizer
Location	Storage located in Helsinki, store located in koriskengät.fi
Core competences	Retail and logistics
Size of Company	Startup, running the business with his two best friends
Power structure	Petteri, and two other co-owners do decision together. However, Petteri has the last say over decisions related to sales and marketing.
Revenue	First fiscal year revenue 2015 – 2016, was 330,000 euros
Goals	Growth in business and sales, rank number one if
Google	
Challenges	Lack of skills in marketing, busy running the business

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DEMOGRAPHICS

Age	35 years
Education	Bachelor, university of applied sciences, majoring business
economics	

INTERNET USAGE

Social networks	Facebook, two hours average per day.

Influencers	Reads MOZ.com and HubSpot blogs, average 5 blogs per day
Blog length preference	Max. 10 minutes, no more than 2,000 words.

BACKGROUND

After FIBA tournament in 2014 Petteri and his two closest friends identified the rising trend of basketball in Finland. They also forecast, that basketball will gain even more popularity in future, because Finland have many promising young talents. In end of the year 2014 Petteri and his two friends established a basketball Ecommerce store, selling basketball shoes, clothing, accessories and organizing basketball events/ tournaments. Before he used to be sales agent for a car company.

TYPICAL DAY

Petteri starts his day at 8am with a daily meeting with his team, then goes through enquiries and emails before 10am and sort out orders before 12pm. He is normally having a one-hour lunch break after midday. He is now trying to learn basics of digital marketing, and mostly he spends his lunch reading web articles and blogs. After 1pm he is spending always at least two hours contacting leads such schools, events and other sports related organizations to sell them their equipment's and finding out whether they would be interested on participating to a basketball tournament. After this, he starts contacting suppliers and normally he is finds the best deals and newest products from America. However, he can only start contacting suppliers around 3pm because time difference, and typically he does that till 6pm, when he gets home. However, when he gets home he has started reading a lot of digital marketing related articles again, because he identified an opportunity to increase their sales in through digital marketing in future.

CHALLENGES

He's company is getting great feedback from their existing customers, and typically those customers are purchasing their products frequently and want to cooperate with them again in terms of having basketball tournament etc. However, cold-calling potential B2B customers takes a lot of time, and their ecommerce customer acquisition has stayed at the same level. They have established a blog and Facebook site, but nobody really has time or knowledge to manage

them. They post few blogs and news articles on their website and FB page every, but is not documented, thus there is no plan behind it.

However, Petteri has convinced reading web articles and blogs, that content marketing will be key to take their business to next level and increase their sales. He is studying the topic himself, but he has realized through blogs he read that it needs a lot time to do and he or his team do not have any spare time to execute themselves.

BUSINESS OBJECTIVES

To implement content marketing to consistent source of sales from search engines and from social media. Also, they want to increase their brand visibility through high SERPs.

PAINPOINTS

He has been considering few months to find help from third party to them creating content and get content marketing started. However, when Petteri searched services in Google, all BPO companies looked same. In fact, all their websites looked same. He has used to reading very helpful articles and content written in English, but he couldn't find anything in Finnish language form Finnish BPO companies websites, that would differentiate themselves anyhow from others. He thinks that maybe none of them do not have the needed industry knowledge, and maybe it is better to keep on posting random content as this far, and hoping it works.

He is searching blogs in following keywords: sisältömarkkinoinnin ulkoistaminen, sisältömarkkinoinnin delegointi, sisältömarkkinoinnin edut ja haitat. However, he is getting frustrated because none of the queries he types, doesn't match what he is looking for. Again, he goes back reading blogs written in English.

In terms of BPO, Petteri is still a little bit skeptic about the idea of using third party, because he has very strong vision of his brand, and he is afraid to lose the control over it. Also, decision making is overshadowed by a negative experience, when they previously used third party to help them create Google AdWords campaign, which eventually didn't bring any success. Now Petteri has a dilemma, because he identified the of supporting sales through marketing, and he knows they need professional help from outside their company to conduct content marketing,

but he also considers this as risky, in sake of security. He and his team has talk about this topic many times, but no final decision has been made.

MyAgent content audit

blog.myagent.fi, August 31, 2016 - August 31, 2017

URL	Date Crawled 21/6/2017	Pageviews	Avg. Time on Page	Bounce Rate	Title Tag
http://blog.myagent.fi/		838	00.01.25	63.53%	MyAgentin Blogi
http://blog.myagent.fi/lataa-opas/		463	00.01.06	93.00%	Lataa MyAgentin opas assistenttipalvelujen ulkoistamiseen
					OK

blog.myagent.fi, published content August 31, 2016 - August 31, 2017

URL	Published	Publisher	Pageviews	Avg. Time on Page	Bounce Rate	Title Tag
http://blog.myagent.fi/hyvinvointi/etaassistentti-apuna-taloushallinnossa/	toukokuu 22, 2017	Juho Seppä	17	00.01.01	92,31%	Etaassistentti apuna taloushallinnossa | MyAgent Blogi
http://blog.myagent.fi/hyvinvointi/rauhallista-paasiaista/	huhtikuu 13, 2017	Juho Seppä	15	00.06.07	87,50%	Rauhallista pääsiäistä? | MyAgent Blogi
http://blog.myagent.fi/virtuaaliassistentti/joustavat-assistenttipalvelut-mukana-tyon-murroksessa/	maaliskuu 10, 2017	Juho Seppä	39	00.01.25	100,00%	Joustavat assistenttipalvelut työn murroksessa
http://blog.myagent.fi/virtuaaliassistentti/kokeile-assistenttia-4-tuntia-maksuttomasti/	elokuu 10, 2016	Jarkko Aaltonen	43	00.02.17	57,14%	Kokeile assistenttia elokuussa 4 tunnin ajan – maksuttomasti
http://blog.myagent.fi/hyvinvointi/ylityollistetyt-johtajat-ja-tiimit-eivat-ole-tuottavia/	kesäkuu 29, 2016	Niko Rautiainen	48	00.01.39	75,00%	YlityÄ¶llistetyt johtajat ja tiimit eivÄat ole tuottavia
http://blog.myagent.fi/uutiset/lomaile-rennosti-yrittajan-lomapaketin-avulla/	toukokuu 24, 2016	Niko Rautiainen	44	00.03.01	80,00%	Lomaile rennosti yrittÄjÄn lomapaketin avulla
http://blog.myagent.fi/yrittajyys/myos-yrittajalla-oikeus-kesalomaan/	toukokuu 2, 2016	Niko Rautiainen	4	00.01.29	100,00%	MyÄ¶s yrittÄjÄllÄ on oikeus kesÄlomaan
http://blog.myagent.fi/virtuaaliassistentti/16-myyttia-virtuaalisista-assistenttipalveluista/	huhtikuu 22, 2016	Niko Rautiainen	99	00.03.10	86,67%	16 myyttiÄ virtuaalisista assistenttipalveluista
http://blog.myagent.fi/yrittajyys/myagentista-ework-family-yhteistyokumppani/	huhtikuu 4, 2016	Niko Rautiainen	7	00.01.15	100,00%	MyAgentista eWork Family -yhteistyÄ¶kumppani
http://blog.myagent.fi/yrittajyys/katsaus-menneeseen-ja-tulevaan/	maaliskuu 10, 2016	Niko Rautiainen	24	00.01.23	50,00%	Katsaus menneeseen ja tulevaan
			340	00.02.28	83%	Optimize and brand tags

Most popular blogs during August 31, 2016 - August 31, 2017

URL	Date Crawled 21/6/2017	Publisher	Pageviews	Avg. Time on Page	Bounce Rate	Title Tag
1. http://blog.myagent.fi/kehittaminen/kirja-arvostelu-4-tunnin-tyoviikko/	huhtikuu 17, 2015	Arvi Vainionkulma	295	0.03.31	84,64%	4 tunnin työviikko on hyödyllinen lukukokemus, josta jokainen voi oppi...
2. http://blog.myagent.fi/kehittaminen/hyva-ajanhallinta-ratkaisee-arkiset-ongelmasi/	Maaliskuu 4, 2015	Henri	133	00.03.52	84,14	Hyvä ajanhallinta ratkaisee arkiset ongelmasi
3. http://blog.myagent.fi/kehittaminen/nain-koulutat-itseasi-ilmaiseksi/	Maaliskuu 20, 2015	Henri	110	00.02.12	92,50%	Näin koulutat itseasi ilmaiseksi
4. http://blog.myagent.fi/virtuaaliassistentti/16-myyttia-virtuaalisista-assistenttipalveluista/	huhtikuu 22, 2016	Niko Rautiainen	99	00.03.10	86,67%	16 myyttiÄ virtuaalisista assistenttipalveluista
5. http://blog.myagent.fi/ulkoistaminen-ja-delegointi/mita-yrityksen-kannattaa-ulkoistaa/	Huhtikuu 15, 2015	Henri	68	00.03.43	82,35%	Mitä yrityksen kannattaa ulkoistaa?
			705		86%	Optimize and brand tags

Most popular keyword groups during 31, 2016 - August 31, 2017

URL	Pageviews	Avg. Time on Page	Bounce Rate
1. /virtuaaliassistentti/	174	00.02.08	62,50%
2. /tyotehokkuus/	54	00.00.40	47,37%
3. /etatyo/	34	00.00.36	66,67%

blog.myagent.fi, August 31, 2016 - August 31, 2017

blog.myagent.fi, published content August 31, 2016 - August 31, 2017

URL	Meta Description	Optimized H1, H2, H3, <p>, img	Word Count	Type of Content	Strategy	Associated Sales Funnel Stage	Call-to-action	Number of Social Shares	Conversion Rate
http://blog.myagent.fi/hyvinvointi/etaassistentti-apuna-taloushallinnossa/	Webpage has no description	N/A	392	Blog	Inspire	Reach, Create Awareness	N/A	N/A	4 N/A
http://blog.myagent.fi/hyvinvointi/rauhallista-paasiaista/	Webpage has no description	N/A	346	Blog	Educate	Reach, Create Awareness	Social share	N/A	6 N/A
http://blog.myagent.fi/virtuaaliassistentti/joustavat-assistenttipalvelut-mukana-tyon-murroksessa/	Webpage has no description	N/A	254	Blog	Educate	Reach, Create Awareness	Social share	N/A	9 N/A
http://blog.myagent.fi/virtuaaliassistentti/kokeile-assistenttia-4-tuntia-maksuttomasti/	Webpage has no description	N/A	97	Blog	Convince	Reach, Create Awareness	Form, email	N/A	59 N/A
http://blog.myagent.fi/hyvinvointi/ylityollistetyt-johtajat-ja-tiimit-eivat-ole-tuottavia/	Webpage has no description	N/A	427	Blog	Educate	Reach, Create Awareness	N/A	N/A	10 N/A
http://blog.myagent.fi/uutiset/lomaile-rennosti-yrittajan-lomapaketin-avulla/	YmbÄgen toivottaa ollemme luonset yrtypaketin lomapaketin, jotka avu N/A	272	Blog	Convince	Act, Lead Generation	Contact form, Social share	N/A	57 N/A
http://blog.myagent.fi/yrittajyys/myos-yrittajalla-oikeus-kesalomaan/	YmbÄgyden jäsumom tomailun ei tervitse erukädä olla muotojen yntupsäm, gistka niceson tpimotto- ja tje N/A	421	Blog	Convince	Act, Lead Generation	Social share	N/A	15 N/A
http://blog.myagent.fi/virtuaaliassistentti/16-myyttia-virtuaalisista-assistenttipalveluista/	Virtuaaliset assistenttipalvelut yleistyvät. Vastaamme 16 väärtukennäßän, jotka modernathin assistenttipq N/A	625	Blog	Educate/ Convince	Reach, Generate Awareness	Social Share	N/A	8 N/A
http://blog.myagent.fi/yrittajyys/myagentista-ework-family-yhteistyokumppani/	Webpage has no description	N/A	95	Blog	Educate/ Convince	Act, Lead Generation	N/A	N/A	4 N/A
http://blog.myagent.fi/yrittajyys/katsaus-menneeseen-ja-tulevaan/	Katsaus MyAgentin menneeseen ja tulevaan vuoteen.	N/A	334	Blog	Convince	Act, Lead Generation	Form, free trial, Social Share	N/A	20 N/A
	Missing descriptions, optimize descriptions								

Most popular blogs during August 31, 2016 - August 31, 2017

URL	Meta Description	Optimized H1, H2, H3, <p>, img	Word Count	Type of Content
1. http://blog.myagent.fi/kehittaminen/kirja-arvostelu-4-tunnin-tyoviikko/	4 tunnin työviikko on hyödyllinen lukukokemus, josta jokainen voi oppia jotakin ja kehittää omaa toimintaa.	N/A	503	Blog
2. http://blog.myagent.fi/kehittaminen/hyva-ajanhallinta-ratkaisee-arkiset-ongelmasi/	Ajanhallinta on ratkaiseavssa roolissa hyin ja vapaa-ajan tasapainottamisessa.	N/A	534	Blog
3. http://blog.myagent.fi/kehittaminen/nain-koulutat-itseasi-ilmaiseksi/	Taata löydat ilmaiset työkalut kouluttautumista varten.	N/A	339	Blog
4. http://blog.myagent.fi/virtuaaliassistentti/16-myyttia-virtuaalisista-assistenttipalveluista/	Virtuaaliset assistenttipalvelut yleistyvät. Vastaamme 16 väärtuken-käßän, jotka modernathin assistenttipq	N/A	625	Blog
5. http://blog.myagent.fi/ulkoistaminen-ja-delegointi/mita-yrityksen-kannattaa-ulkoistaa/	Ulkoistaminen on yksi keino tehostaa yrityksen toimintaa. Yrityksen kannattaa ulkoistaa toimintoja, jotka ra	N/A	384	Blog
	Optimize descriptions			

www.myagent.fi (August 31, 2016 - August 31, 2017) — Date Crawled 21/6/2017

URL:	Sessions	Pageviews	Avg. Time on Page	Bounce Rate	Title Tag	Meta Description	Type of Content
http://www.myagent.fi	7,187	10,692	00.01.07	66.52%	MyAgent - Suomalainen assiste	Nykyaikainen assistentti kusta	Landing page
http://www.myagent.fi/referenssit/	Not Provided	Not Provided	Not Provided	Not Provided	MyAgent - Referenssit.	MyAgent on edullisempi ja par	Testimonials
http://www.myagent.fi/yritys/	Not Provided	Not Provided	Not Provided	Not Provided	MyAgent - Yritys.	MyAgent on edullisempi ja par	Informative page
http://www.myagent.fi/tarina/	Not Provided	Not Provided	Not Provided	Not Provided	MyAgent - Yrityksen tarina.	MyAgent on edullisempi ja par	Informative page
http://www.myagent.fi/tyontekijat/	Not Provided	Not Provided	Not Provided	Not Provided	MyAgent - TyontekijÃ¤t.	MyAgent on edullisempi ja par	Informative page
http://www.myagent.fi/kumppanit/	Not Provided	Not Provided	Not Provided	Not Provided	MyAgent - Kumppaniverkosto.	Nykyaikainen assistentti kusta	Informative page
http://www.myagent.fi/faq/	Not Provided	Not Provided	Not Provided	Not Provided	MyAgent - YleisimmÃ¤t kysymy	MyAgent on edullisempi ja par	Informative page
	Set up Google Analytics tracking code					Correct dublicted descriptions	

Website conversion points:	Conversion rate	Associated Sales Funnel Stage		Acquistion	Session	Bounce rate	Pages / Session
% of visitors who read blog	Goals not set	Reach, create awareness		Direrct	2,080	87,60%	1,31
Number of social shares	Goals not set	Reach, create awareness		Organic Search	1,538	68,86%	1,51
Newsletter subscription	Goals not set	Act, Lead generation		Referral	1,288	34,86%	1,84
MyAgent E-guide download	Goals not set	Act, Lead generation		Paid Search	1,277	86,45%	1,21
Free trial	Goals not set	Act, Lead generation		Social	1,004	34,56%	1,73
Enquiries through contact form	Goals not set	Convert, Lead generation/ Customer generation		Keyword reasearch for SEO			

MyAgent Interview

INTERVIEW WILL TAKE APPROXIMATELY 20 MINUTES

For: prospects, leads and existing customers

Personal Background

1) Personal demographics: age, gender, and educational background – what did you study? (for content style and voice guidelines)

Role

2) What is your job role? Your title? (content style and voice guidelines)

3) What are you responsible for? (content ideation)

4) What does it mean to be successful in your role? (content ideation)

5) What does your typical work day look like? (content ideation)

6) What are the most common challenges you face during your work day? (content ideation)

6) What skills are required to do your job? (for content ideation)

7) What knowledge and tools do use in your job? (for content ideation)

Company

8) What industry does your company work in? (content ideation)

9) Where does your company locate?

9) What is your company's core competence? (content ideation)

Watering Holes

10) How do you find new information for your job? (channels)

11) Do you read company blogs or publications? If yes, what publications or blogs do you read? (content ideation) Furthermore, what is the optimal length for a publication or a blog? (to determine blog/ publication length) What is the style you prefer most? (content style and voice guidelines)

12) What associates and social networks do you belong to? (to understand where to promote content)

13) Who are the people you most respect in your industry and why? (to identify influencers)

Shopping Preferences in Internet

14) Do you use the internet to research vendors or products? If yes, what types of information do you look at before making a purchase? (tactics for content)

15) Describe the recent time when you purchased business related service or product from Internet. Why did you consider a purchase, what was the evaluation process, and how did you decide to purchase that product or service? (marketing funnel) More precisely, what on-site factors, excluding price, had a significant influence on your purchasing decision? (marketing funnel)

16) Describe the last time you considered to purchased business related service or product from Internet, but eventually declined. Why you decided not to purchase this product or service and, what ended the evaluation process? (marketing funnel)

17) What were the biggest challenges you faced during this process? (pain points)

18) What would you hoped to be done differently to solve these problems you faced during that process? (marketing funnel)

19) What, if anything, have you done to solve that problem?

Challenges in BPO (General, for leads and prospects)

20) What are the biggest challenges you have faced using or considering BPO? (pain points)

21) Why is it hard? (pain points)

22) Can you tell me about the last time you experienced those challenges? (pain points)

23) What, if anything, have you done to solve that problem? (pain points)

24) What don't you like about the solutions you've tried? (pain points)

Challenges (Customers)

20) What are those challenges you have faced during the cooperation with MyAgent?

21) What are the specific factors that made the given situations challenging?

22) What, if anything, did you do to solve the given challenges?

23) How do you wish to prevent these challenges in future?

Seed keyword survey for keyword targeting (SEO) for Long-tail searches

5-10 mins, for:

- **Prospects**
- **Leads**

Different scenarios for both groups:

Prospect specific questions;

What type of queries are you using to find answers in following scenarios, use four or more terms:

1) If you are looking for help to manage a certain business function better, what would you search for?
2) If you are looking industry specific tips to a certain problem, what would you search for?
3) If you want to learn the basics of a new program or tool, what would you search for?

Lead specific questions;

What type of queries are you using to find answers in following scenarios, use four or more terms:

1) If you want to find addition information for purchasing a certain product or service, what would you search for?
2) If you are looking to compare two or more products or services, what would you search for?
3) If you are considering purchasing its product or service, but you need more information about the company, what would you search for?
4) If you are in a situation, where you can't decide whether outsource a certain business function, what would you search for?

Content sections draft

Terms of MyAgent generic buckets:

0. SEED TERMS for product pages, about page, references, homepage:

   Sub topics, generic keyword buckets:

- Business process outsourcing and delegation (BPO)
- Time management (TM)

2. Marketing BLOG:

   Sub topics, generic keyword buckets:

- Marketing communications (MC)
- Content creation (CC)
- Business/ marketing research (BR)

 3. Customer Success BLOG:

   Sub topics, generic keyword buckets:

- Customer service and support (CSS)
- Customer Success BLOG. (CRM)

4. Sales BLOG:

   Sub topics, generic keyword buckets:

- Sales and sales support.

Other generic keyword buckets (tips to share in newsletters and social media):

- Technical Support (need a product page)
- Event planning and management (need a product page)

Keyword research

Seed keywords BPO

SEED KEYWORDS	Avg. Monthly Searches	Competition	Suggested bid (THB)	Yes/No
sihteeri	1K – 10K	**0.01**	-	-
media assistentti	100 – 1K	**0.14**	12.51	-
johdon assistentti	100 – 1K	**0.4**	14.35	X
toimistoassistentti	100 – 1K	**0.17**	10.84	X
myyntiassistentti	100 – 1K	**0.17**	10.49	X
markkinointiassistentti	100 – 1K	**0.22**	7.88	X
tehtävienhallinta	100 – 1K	0.26	135.31	X
virtuaaliassistentti	100 – 1K	**0.36**	11.97	X
delegointi	100 – 1K	**0**	-	X
assistentti	100 – 1K	**0.14**	15.22	X
etätyö kotoa käsin	10 – 100	0.8	19.95	-
työtehtävien jakaminen	10 – 100	0.04		-
työtehtävien muuttaminen	10 – 100	0.06	47.31	-
ulkoistamispalvelut	10 – 100	0	-	-
asiantuntijapalvelut	10 – 100	**0.15**	-	-
etäassistentti	10 - 100	**0.08**	23.46	X
virtuaalinen assistentti	10 – 100	**0.33**	13.24	X
ulkoistus	10 – 100	**0.8**	-	-
virtuaalinen työ	10 – 100	**0.05**	-	X
toimistopalvelut	10 – 100	**0.26**	-	-
virtuaalityö	10 – 100	**0**	-	X
toimistoapulainen	10 – 100	**0.07**	-	-
sihteeripalvelu	10 – 100	**0.27**	23.65	X
henkilökohtainen assistentti	10 – 100	**0.28**	21.01	X
assistenttipalvelut	10 – 100	**0.36**	12.3	X
assistenttipalvelu	10 – 100	**0.27**	13.58	X
asiantuntijapalvelut	10 – 100	**0.15**	-	-
rekrytoinnin ulkoistaminen	10 – 100	0.29	99.21	X
myynnin assistentti	10 – 100	**0.28**	5.09	-

SEED KEYWORDS	Avg. Monthly Searches	Competition	Suggested bid (THB)	Yes/no
etätyö	1K – 10K	0.75	15.44	-
etätyötä netissä	100 – 1K	0.84	36.68	-
toimistotyöntekijä	100 – 1K	0.43	11.64	-
ulkoistaminen	100 – 1K	**0.48**	-	-
hr assistentti	100 – 1K	0.46	19.43	X
henkilöstöpalvelu	100 – 1K	0.79	110.36	-
assistentti helsinki	10 – 100	0.67	9.27	-
palvelun ulkoistaminen	10 – 100	0.79	-	-
ulkoistamisen käsikirja	10 – 100	0.57	53.15	-
ulkoistuspalvelut	10 – 100	0.83	-	-
työn ulkoistaminen	10 – 100	**0.86**	-	-
taloushallinnon ulkoistaminen	10 – 100	0.88	211.69	-
asiakaspalvelun ulkoistaminen	10 – 100	0.84	121.94	-
palvelujen ulkoistaminen	10 – 100	0.62	-	-
laskutuksen ulkoistaminen	10 – 100	0.96	124.4	-
palkkahallinnon ulkoistaminen	10 – 100	1	175.66	-

Google Related search terms

Delegoiminen	Ulkoistamisen ohjeet
delegointipäätös	ulkoistamisen opas
digitaalisen markkinoinnin ulkoistaminen	Ulkoistamisen perusteet
etätyösuhde	ulkoistamisen suunnittelu
markkinoinnin assistentti	Ulkoistamisen syyt
media assisntentti	Ulkoistamisen trendit
online markkinonti ulkoistaminen	Ulkoistamisen tulevaisuudennäkymät
sisällöntuotannon ulkoistaminen	Ulkoistamisen tulevaisuus
SOME ulkoistaminen	Ulkoistamisen työkalut
sosiaalinen media markkinointi ulkoistaminen	ulkoistamisohje
työn delegoiminen	Ulkoistamisopas
työn delegointi	ulkostaminen irtisanominen
työtehtävien delegoiminen	Virtuaaliassistentin palkkaaminen
työtehtävien hallinta	virtuaalinen assistenttipalvelu
ulkoistuspalvelu	virtuaalinen delegointi
verkkomarkkinoinnin ulkoistaminen	virtuaalinen työntekijä
verkkosivu markkinointi ulkoistaminen	virtuaalinentyösuhde
viestinnän ulkoistaminen	viruaaliset assistenttipalvelut
blogin ulkoistaminen	ulkoistamisen kehittäminen
assistentin edut	ulkoistamisen parantaminen

Assistentin palkkaaminen

assistentti edut

assistentti omaan käyttöön

Assistentti palvelut

Assistenttipalvelu ROI

Assistenttipalvelut Helsingissä

blogin ulkoistaminen

delegation johtaminen

Delegoinnin aloittaminen

delegoinnin haasteet

delegoinnin käsikirja

delegoinnin kehittäminen

delegoinnin kustannustehokkuus

delegoinnin opas

Delegoinnin perusteet

delegoinnin riskit

delegoinnin trendit

delegoinnin tulevaisuus

delegoinnin työkalut

delegointi johtaminen

delegointi kannattaa

delegointi vinkit

delegoiva johtaminen

digitaalinen assistentti

digitaalisen markkinoinnin ulkoistaminen

digitaaliset
assistenttipalvelut

edullinen assistentti

edullinen assistenttipalvelu

edullinen delegointi

edullinen etätyö

edullinen etätyöntekijä

edullinen ulkoistaminen

edullinen
virtuaaliassistentti

edulliset assistentit

englannin kielinen
assistentti

englantia puhuva
assistentti

Etäassistentin
palkkaaminen

etänä työskentely

etätyö edut

ulkoistamisen tehostaminen

delegoinnin parantaminen

delegoinnin tehostaminen

ulkoistaminen verkossa

delegointi verkossa

ulkoistaminen case

delegoinnin case

kannattaako delegoiminen

monipuolinen assistenttipalvelu

monipuolinen ulkoistaminen

osaava assistentti

osaava etätyötekijä

osaava virtuaaliassistentti

osaavat assistentit

sähköinen ulkoistaminen

tuotannon ulkoistus

ulkoistaminen kannattaa

ulkoistaminen laki

ulkoistaminen riskit

Ulkoistaminen ROI

ulkoistaminen trendit

ulkoistaminen työkalut

ulkoistaminen vinkit

Ulkoistamisen aloittaminen

Ulkoistamisen esimerkkejä

ulkoistamisen haasteet

Ulkoistamisen haitat

Ulkoistamisen helpottaminen

ulkoistamisen johtaminen

ulkoistamisen kannattavuus

ulkoistamisen kustannustehokkuus

Ulkoistamisen määritelmä

etätyösuhde edut

kannattaako ulkoistaminen

kokemuksia myagent

korkeakoulutettu assistentti

Kotimainen assistenttipalvelu

Kotimaiset assistenttipalvelut

Kustannustehokas assistentti

Etätyö mahdollisuudet	Kustannustehokas assistenttipalvelu
etätyö verkossa	kustannustehokas ulkoistaminen
etätyöntekijän palkkaaminen	monipuolinen assistentti
etätyösuhde	

Seed keywords time management

Keyword	Avg. Monthly Searches	Competition	Suggested bid
burn out	1K – 10K	0.04	33.25
työuupumus	1K – 10K	0.05	51.71
työajanseuranta	1K – 10K	0.91	281.3
yrittäjyys	1K – 10K	0.43	83.96
projektinhallinta	100 – 1K	0.95	233.15
itsensä johtaminen	100 – 1K	**0.48**	79.76
liukuva työaika	100 – 1K	0.12	34.75
loppuunpalaminen	100 – 1K	0.06	45.82
säännöllinen työaika	100 – 1K	0.06	
viikoittainen työaika	100 – 1K	0.18	61
yrityksen perustamisen vaiheet	100 – 1K	0.87	164.73
työtyytyväisyys	100 – 1K	0.28	62.32
ajankäytön hallinta	100 – 1K	**0.57**	42.18
työhyvinvoinnin kehittäminen	10 – 100	0.93	101.31
työntekijän tavoitettavuus työajan ulkopuolella	10 – 100	0.01	
työpäivän pituus	10 – 100	0.02	34.04
yrityksen perustaminen netissä	10 – 100	0.94	122.41
älykäs itsensä johtaminen	10 – 100	0.56	16.9
päivittäinen työaika	10 – 100	0.22	
työajanhallinta	10 – 100	0.74	131.45
ajankäyttöympyrä	10 – 100	0.01	
ajanhallinta ja itsensä johtaminen	10 – 100	0.69	46.99
ajanhallinta sovellus	10 – 100	0.34	26.37
yrittäjän arki	10 – 100	0.16	
työn muutos	10 – 100	0	
ajankäyttötutkimus	10 – 100	0	
työhyvinvoinnin parantaminen	10 – 100	0.83	211.75
ajanhallinta työkalu	10 – 100	0.47	44.82
ajankäytön suunnittelu	10 – 100	0.44	41.3
yrittäjän loma	10 – 100	0.27	
yrityksen perustaminen verkossa	10 – 100	0.76	125.27
yrittäjän työuupumus	10 – 100	0.16	
työympäristön kehittäminen	10 – 100	0.36	147.21
työajanhallintajärjestelmä	10 – 100	0.73	95.31
työkiire	10 – 100	0	
ajanhallinta malli	10 – 100	0.31	
ajanhallinta työssä	10 – 100	0.37	11.41

työajan vähentäminen	10 – 100	0.07	
ajankäytön tehostaminen	10 – 100	0.07	
yrittäjyyden aloittaminen	10 – 100	0.64	82.79
yrittäjälomat	10 – 100	0	
työajan tehostaminen	10 – 100	0.48	

Search related terms

työtehokkuuden parantaminen	työarki
työtehokkuuden kehittäminen	työelämä haasteet
yrittäjän vapaa-aika	Työpanoksen keventäminen
Ajan vapauttaminen	työrutiineiden kehittämien
Ajanahallinnan työkalut	Työrutiineiden tehostaminen
ajanhallinan välineet	Työssäjaksamisen parantaminen
Ajanhallinnan kehittäminen	Työsterssin vähentäminen
ajanhallinnan malli	Työstressin lieventäminen
ajanhallinnan menetelmät	Työstressin mittarit
Ajanhallinnan parantaminen	työtaakan helpotaminen
Ajanhallinta työkalut	Työtehokkuuden tehostaminen
ajankäyttö ja sunnittelu	virkistymismatkat
ajankäyttö työssä	ydinosaamisen kehittäminen
enemmän aikaa ydinosaamiseen	ydinosaamisen parantaminen
ensimmäiset kuukaudet yrittäjänä	ydinosaamisen tehostaminen
Google Calender opas	yrittäjä kiireestä vapautuminen
Goolge Calender käyttö	yrittäjän ajanhallinta
loppuunpalaminen työssä	yrittäjän arjen helpottaminen
oman työajanhallinta	yrittäjän arkihaaste
systemaatinen ajahallinta	yrittäjän burn out
tasapainoinen työarki	yrittäjän kiire
työajan kehittäminen	yrittäjän lomailu
työajan parantaminen	yrittäjän loppuunpalaminen
työajanahallinta	yrittäjän työhyvivointi
työajanseuranta työkalut	yrittäjän virkistys
työarjen helpottaminen	yrittäjän virkistysmatka
yrittäjyyden lähtökohdat	yrittäjän virkistystoiminta
yrityksen perustamisen helpottaminen	

Business research keywords

Keyword	Avg. Monthly Searches	Competition	Suggested bid
benchmark	1K – 10K	0.03	47.41
benchmarking	1K – 10K	0.01	47.04
laadullinen tutkimus	1K – 10K	0.12	134.41
kvantitatiivinen tutkimus	1K – 10K	0.15	68.9
kvalitatiivinen tutkimus	1K – 10K	0.17	42.18
tutkimusmenetelmät	1K – 10K	0.01	-
tutkimussuunnitelma	100 – 1K	0	34.38
määrällinen tutkimus	100 – 1K	0.16	77.47
tutkimusongelma	100 – 1K	0	-
kyselylomake	100 – 1K	0.21	17.93
kilpailija analyysi	100 – 1K	0.51	41.34
megatrendit	100 – 1K	0.01	-
markkina analyysi	100 – 1K	0.38	52.76
markkinointitutkimus	100 – 1K	0.86	142.47
toimintaympäristöanalyysi	100 – 1K	0.01	-
asiakaskysely	100 – 1K	0.79	108.31
tutkimusmetodi	100 – 1K	0.02	-
asiakasanalyysi	10 – 100	0.19	-
asiakastutkimus	10 – 100	1	154.77
tutkimusmenetelmän valinta	10 – 100	0.04	-
lähtökohta analyysi	10 – 100	0.14	-
laadullisen aineiston analyysi	10 – 100	0.01	-
asiakaskysely malli	10 – 100	1	133.85
vastausprosentti	10 – 100	0	-
kyselytutkimus menetelmä	10 – 100	0.17	-
kyselytutkimus tulosten analysointi	10 – 100	0.4	-
vertailuanalyysi	10 – 100	0	-
asiakaskysely kysymykset	10 – 100	0.93	-
markkinatutkimus malli	10 – 100	0.89	-
tutkimustulosten analysointi	10 – 100	0.22	-
tulosten analysointi	10 – 100	0.67	-
asiakaskysely pohja	10 – 100	0.93	67.88
kyselytutkimus kysymykset	10 – 100	0.29	17.74
yrityksen toimintaympäristöanalyysi	10 – 100	0.14	-
kilpailijakartoitus	10 – 100	0	-
asiakashaastattelu	10 – 100		-
toimintaympäristöanalyysin tekeminen	10 – 100	0	-
tulosten raportointi	10 – 100	1	-

| markkinatutkimus kysymykset | 10 – 100 | 0.86 | - |
| yritys analyysi | 10 – 100 | | - |

trendien ennustaminen	10 – 100	0.34	-
markkinatutkimus lomake	10 – 100	0.86	-
toimiala analyysi	10 – 100	0.05	-
nykytila analyysi	10 – 100	0.18	-

Related search terms

asiakasanalyysi suunnittelu	kyselytutkimuksen toteutus
	kyselytutkimus vastausprosentti
asiakasanalyysi toteutus	luotettavuus
asiakaskyselyn laatiminen	kyselytytkimuksen suunnittelu
asiakaskysely tekeminen	kyselytytkimus työkalut
asiakaskysely verkossa	lähtökohta-analyysi toteuttaminen
Asiakaskyselyn parantaminen	määrällisen aineistoim analyysi
asiakaskyselyn suunnittelu	makroympäristön tutkimus
asiakaskyselyn toteuttaminen	markkinamuutokset
asiakastutkimus suunnittelu	markkinatrendit
asiakastutkimus totetutus	markkinatutkimuksen referointi
asiakastutkimus toteuttaminen	markkinatutkimuksen suunnittelu
asiakastutkimus työkalut	markkinatutkimuksen toteutus
asiakaskyselyn toteutus	markkinatutkimuksen yhteenveto
bencmarking prosessi	markkinatutkimus kaavake
esikuva-analyysi	markkinatutkimus prosessi
	markkinointisuunnitelma
kilpailija benchmarking	asiakastutkimus
kilpailija-analyysi suunnittelu	mikroympäristö tutkimus
kilpailija-analyysi toteutus	strateginen asiakastutkimus
kilpailija-analyysi verkossa	toimiala tutkimus
kilpailijakartoituksen aloittaminen	toimialatutkimus
kilpailijakartoituksen suunnittelu	toimintaympäristö tutkimus
kilpailijat seo	toimintaympäristön kartoitus
kilpailijat verkossa	tomintaympäristö analyysi
kilpailijoiden avainsanat	trendien tunnistaminen
kilpailuedun saavuttaminen	tulosten analysointi ja tulkinta
kilpailuedun tunnistaminen	tulosten analysointimenetelmät
kilpalija-analyysi	tulosten esittäminen
kilpalijakartoituksen toteutus	tulosten tulkinta
kvalitatiivinen tutkimus	tutkimustuloksen luotettavuus
tutkimustyön tehostaminen	tutkimustulosten hyödyntäminen
vastausprosentti lutettavuus	tutkimustyön hallinta
vertailukehittäminen	

Keywords marketing

Keyword - Low competition	Avg. Monthly Searches	Competition	Suggested bid
verkkouutiset	10K – 100K	0	-
viestintä	1K – 10K	0.17	98.19
viraali	1K – 10K	0.03	52.52
markkinointi	1K – 10K	0.6	83.11
hashtag	1K – 10K	0	1.2
brändi	1K – 10K	0.08	48.35
markkinointimix	100 – 1K	0.05	-
mainonta	100 – 1K	0.35	71.96
buzz	100 – 1K	0.02	13.53
verkkoviestintä	100 – 1K	0.34	107.33
yritysviestintä	100 – 1K	0.36	98.75
ulkoinen viestintä	100 – 1K	0.29	-
yrityskuva	100 – 1K	0.14	-
asiakassuhdemarkkinointi	100 – 1K	0.37	-
asiakasprofiili	100 – 1K	0.06	-
viraalimarkkinointi	100 – 1K	0.04	-
4p malli	100 – 1K	0.09	-
viestintävälineet	100 – 1K	0.01	-
e news	100 – 1K	0	-
onsite	100 – 1K	0	-
asiakaslähtöisyys	100 – 1K	0.2	67.58
google analytics kpi	10 – 100	0.14	-
offsite	10 – 100	0	-
asiakaslähtöinen markkinointi	10 – 100	0	-
brändikuva	10 – 100	0.36	-
integroitu markkinointi	10 – 100	0	-
asiakasprofiili esimerkki	10 – 100	0.19	-
asiakasprofiilin määrittäminen	10 – 100	0	-
verkkoliikenne	10 – 100	0	-
asiakasprofiilin luominen	10 – 100	0.21	-
mailchimp uutiskirje	10 – 100	0.39	-
asiakaslähtöisyys myyntityössä	10 – 100	0.29	103.12
asiakasprofilointi	10 – 100	0.24	-
suunnitteluprosessi	10 – 100	0.12	-
markkinointimix 7p	10 – 100	0.07	-
some markkinointisuunnitelma	10 – 100	0.8	111.57
yrityksen facebook profiili	10 – 100	0.21	-
markkinointisuunnitelman laatiminen	10 – 100	0.42	-

	Avg. Monthly Searches	Competition	Suggested bid
linkedin markkinointi	10 – 100	0.37	110.99
asiakaslähtöinen palvelu	10 – 100	0.35	92.94
linkedin mainonta	10 – 100	0.26	99.18
yrityksen facebook sivut	10 – 100	0.33	-
asiakaslähtöisyys liiketoiminnassa	10 – 100	0.3	-
asiakkuuden elinkaari	10 – 100	0.21	-
google adwords hakusanat	10 – 100	0.4	-
brändistrategia	10 – 100	0.3	105.77
avainsanatyökalu	10 – 100	0.11	154.94
asiakkaiden segmentointi	10 – 100	0.6	-
buzz markkinointi	10 – 100	0	-
sosiaalinen media b2b	10 – 100	0.14	-
sähköpostimarkkinointi opas	10 – 100	0	-
digitaalisen markkinoinnin työkalut	10 – 100	0	-
google adwords markkinointi	10 – 100	0	-

Keyword - High competition	Avg. Monthly Searches	Competition	Suggested bid
digitalisaatio	1K – 10K	0.76	148.85
e kirja	1K – 10K	0.88	67.49
markkinointiviestintä	100 – 1K	0.71	123.23
digitaalinen markkinointi	100 – 1K	0.95	173.68
facebook mainonta	100 – 1K	0.95	118.59
uutiskirje	100 – 1K	0.58	160.95
digimarkkinointi	100 – 1K	0.94	138.08
ekirja	100 – 1K	0.87	109.9
facebook markkinointi	100 – 1K	0.87	123.57
sisäinen viestintä	100 – 1K	0.53	68.62
some markkinointi	100 – 1K	0.93	134.93
sähköpostimarkkinointi	100 – 1K	0.96	382.07
brändin rakentaminen	100 – 1K	0.56	35.4
digitaalinen viestintä	100 – 1K	0.76	90.29
b2b markkinointi	100 – 1K	0.88	209.04
markkinointisuunnitelma pohja	100 – 1K	0.53	51.81
sosiaalinen media markkinointi	100 – 1K	0.86	230.34
verkkosivujen optimointi	10 – 100	1	90.15
online mainonta	10 – 100	1	127.37
facebook markkinointi opas	10 – 100	0.6	133.91
sosiaalinen media markkinointikeinona	10 – 100	0.52	177.02
twitter markkinointi	10 – 100	0.46	-

| | digitaalinen mainonta | | 10 – 100 | | 1 | | - | |

sähköinen markkinointi	10 – 100	1	159.06
liidien hankinta	10 – 100	0.9	-
b2b sisältömarkkinointi	10 – 100	1	-
sosiaalisen median markkinointistrategia	10 – 100	1	-
asiakasprofiili palvelumuotoilu	10 – 100	1	81.13
online markkinointi	10 – 100	1	-
kohdennettu markkinointi	10 – 100	0.81	-
google adwords mainonta	10 – 100	0.99	422.85
integroitu markkinointiviestintä	10 – 100	0.57	
sisäisen viestinnän kehittäminen	10 – 100	0.41	
sähköpostimainonta	10 – 100	0.49	60.21
twitter mainonta	10 – 100	0.52	97.65
seo hakukoneoptimointi	10 – 100	0.72	76.76
youtube mainonta	10 – 100	0.57	70.28
brändin luominen	10 – 100	0.43	47.98
hakukoneoptimointi perusteet	10 – 100	0.68	54.07
seo markkinointi	10 – 100	0.61	111.48
sosiaalisen median käyttö yrityksissä	10 – 100	0.51	51.73
seo strategia	10 – 100	0.43	
hakukoneoptimointi testi	10 – 100	0.82	87.28
markkinointisuunnitelman tekeminen	10 – 100	0.46	
markkinointistrategia sisältö	10 – 100	0.62	
markkinoinnin trendit	10 – 100	0.51	
google adwords opas	10 – 100	0.46	
viestinnän välineet	10 – 100	0.57	

Google search related terms	
adwords avainsanat	Online markkinoinnin aloittaminen
artikkeli mainonta	Online markkinoinnin perusteet
artikkeli markkinointi	On-site mainonta
asiakaslähtöisen markkinoinnin suunnittelu	On-site markkinointi
Asiakaslähtöisen markkinoinnin toteutus	ostopersoona
asiakaslähtöisyys mainonnassa	ostopersoonan suunnittelu
asiakaslähtöisyys toiminta	ostopersoonan toteutus
Asiakaspersoona	outbound mainonnan trendit
asiakaspersoonian suunnittelu	outbound markkinoinnin trendit
asiakaspersoonien toteutus	sähköisen markkinoinnin aloittaminen
Asiakaspolku verkossa	sähköisen markkinoinnin mittaaminen
asiakasporfiili malli	sähköisen markkinoinnin perusteet
asiakasprofiloinnin suunnittelu	sähköisen markkinoinnin trendit

asiakkuuden elinkaari verkossa

avainsana mainonta

avainsana markkinoinnin perusteet

avainsana markkinointi

avainsana strategia

avainsana työkalu

avainsanamarkkinointi

avainsanat seo

b2c sisältömarkkinointi

brändiidentitetti

digitaalinen 4P malli

digitaalinen 4P

digitaalinen 7P malli

digitaalinen markkinointimix

digitaalisen markkinoinnin aloittaminen

Digitaalisen markkinoinnin analysointi

digitaalisen markkinoinnin hallinta

digitaalisen markkinoinnin ilmaiset työkalut

digitaalisen markkinoinnin perusteet

digitaalisen markkinoinnin seuraaminen

digitaalisen markkinoinnin toteutus

digitaalisen markkinoinnin trendit

digitaalisen markkinoinnin tulevaisuudennäkymä

digitaalisen markkinoinnin tulevaisuus

digitaalisen markkinointiviestinnän suunnitelu

facebook kohdentaminen

Facebook markkinoinni aloittaminen

facebook yritykskäytössä

facebook yritysprofiilin

Google adwords aloittaminen

Google adwords perusteet

Google adwrods käyttöohjeet

Google analytics aloittaminen

Google analytics hallinta

Google analytics käyttöönotto

Google+ mainonta

Google+ markkinointi

hakukoneoptimointi avainsanat

hakukoneoptimointi markkinointi

sähköisen markkinointiviestinnän suunnitelu

seo avainsanat

seo mainonta

seo näkyvyys

sisäisen viestinnän parantaminen

sisäisen viestinnän tehostaminen

strategian dokumentointi

Suunnitelman dokumentointi

uutikirjekampanja

vaikuttaja markkinointi

verkkoartikkeli

verkkomarkkinoinnin työkalut

verkkosivu mainonta

verkkosivu markkinointi

verkkosivujen asiakaiden lisääminen

verkkosivujen asiakkaiden lisääminen

verkkosivujen liikenne

verkkosivujen liikenteen lisääminen

verkkosivujen mittaaminen

verkkosivujen testaaminen

verkkosivujen vierailijoiden kasvattaminen

verkkouutinen

viestinnän trendit

youtube markkinonti

yrityksen facebook tili

yrityksen facecbook markkinointi

chat markkinointi

Chat mainonta

facebook chat markkinointi

facebook chat mainonta,

keskusteluikkuna markkinointi,

keskusteluikkuna asiakaspalvelu

keskusteluikkuna mainonta

kohdennettu verkkomarkkinointi

kohdennetun markkinoinnin perusteet

kohdennetun markkinoinnin suunnittelu

kohdennetun markkinoinnin toteutus

Liidihankita verkossa

Mailchimp opas

hakukoneoptioiminti

hakukonoptimointi näkyvyys

Mailchimp sähköposti

Mailchimp uutiskirjekampanajat

hastag mainonta	markkinointistrategian suunnitteluprosessi	
hastag markkinointi	markkinointiviestinnän kanava	
ilmaiset markkinonnin työkalut	markkinointiviestinnän trendit	
inboud markkinoinnin trendit	markkinointiviestintästrategia	
inbound mainonnan trendit	näkyvyyden parantaminen	
inbound markkinointi b2b	Off-site mainonta	
Off-site markkinointi		

Keywords content creation

Keywords	Avg. Monthly Searches	Competition	Suggested bid
blogin perustaminen	1K – 10K	0.32	28.65
google trends	1K – 10K	0	1.89
seo	1K – 10K	0.19	66.78
google search console	1K – 10K	0	
blogi	1K – 10K	0.24	24.14
algoritmi	1K – 10K	0	
sisällöntuotanto	100 – 1K	0.84	111.2
blogin aloitus	100 – 1K	0.18	26.83
kpi mittari	100 – 1K	0.29	54.82
blogiteksti	100 – 1K	0.04	
sisältöstrategia	100 – 1K	0.51	59.47
meta description	100 – 1K	0	-
black hat seo	10 – 100	0.02	-
google keywords planner	10 – 100	0.11	-
white hat seo	10 – 100	0.14	-
meta tags seo	10 – 100	0	-
outreach	10 – 100	0.01	-
meta name description	10 – 100	0	-
meta tag html	10 – 100	0	-
html meta keywords	10 – 100	0	-
meta keywords google	10 – 100	0	-
html seo	10 – 100	0.29	-
google näkyvyys	10 – 100	0.71	135.46
avainsanatyökalu	10 – 100	0.11	155.57
kumppanuusmarkkinointi	10 – 100	0.52	41.48
google avainsanatyökalu	10 – 100	0.15	199.34
yritysblogi	10 – 100	0.2	146.12
blogin kirjoittaminen ohjeet	10 – 100	0.2	115.3
blogin pitäminen	10 – 100	0.14	55.63

| tunnuslukuanalyysi | 10 – 100 | 0.05 | 34.81 |

blogin perustaminen wordpress	10 – 100	0.46	109.68
hakukoneoptimointi opas	10 – 100	0.75	107.94
google hakusanat	10 – 100	0.18	152.54
Hakukoneoptimoija	10 – 100	0.26	-
google optimointi itse	10 – 100	0.46	51.87
verkkosivujen kävijämäärät	10 – 100	0.36	-
avainsanatutkimus	10 – 100	0.14	-
google näkyvyyden parantaminen	10 – 100	0.74	158.31
blogi aiheita	10 – 100	0.09	-
yritys blogi	10 – 100	0.25	-
blogi ideoita	10 – 100	0.04	16.8
keskeiset suorituskyvyn mittarit	10 – 100	0.12	-
sisältösuunnitelma	10 – 100	0.27	-
hakukoneoptimointi perusteet	10 – 100	0.68	54.29
blogi banneri	10 – 100	0.16	-
sisältömarkkinointi esimerkkejä	10 – 100	0.94	176.77
seo opas	10 – 100	0.17	-
mobiilioptimointi	10 – 100	0	-
kpi raportointi	10 – 100	0.82	-
kpi suorituskykymittari	10 – 100	0.18	-
google avainsanahaku	10 – 100	0.17	-
sisältömarkkinointi blogi	10 – 100	0.05	-
sosiaalisen median sisällöntuottaja	10 – 100	0.37	-
kpi esimerkki	10 – 100	0.2	21.45
hyvä yritysblogi	10 – 100	-	-
markkinoinnin tunnusluvut	10 – 100	0	-
meta tagit	10 – 100	0.02	-
hakukoneoptimointi ohjeet	10 – 100	0.43	75.53
hakukoneoptimointi vinkit	10 – 100	0.29	-
blogi postaus ideoita	10 – 100	0	-
seo työkalut	10 – 100	0.38	-
seo blogi	10 – 100	-	-
hyvä uutiskirje	10 – 100	0.34	89.32
google avainsanahaku	10 – 100	0.17	-
blogi postaus ideoita	10 – 100	0	-

Search related terms

sisällön päivittäminen	uutiskirje kampanjan optimointi
sisällön jakaminen	uutiskirjeen optimointi
sisällön julkaisu	uutiskirjeen sisältö
oikeat avainsanat	vaikuttajat verkossa
avainsanalista	verkkoliikenteen lähtee
avainsanamarkkinointi	verkkolinkit SEO
avainlukumittari kpi	verkkolinkkejen rakennus
avainlukumittari	verkkoon julkaiseminen
algoritmien toimintaperiaate	Verkkosivujen hakusanaoptimointi
avainluku mittari	verkkosivujen sisällön päivittäminen
avainlukumittarit	verkkosivun tunnusluvut
avainsanojen optimointi	vierailijoiden lähteet
avainsana ohjeet	yrityksen blogiteksti
	yrityksen näkyvyyden parantaminen
avainsana opas	verkossa
avainsana tutkimus	Yritys bloggaaminen
avainsana työkalut	yritys bloggaus
avainsanojen kartoitus	yritys blogin kirjoitus
avaisanojen suunnittelu	yritys blogin perustaminen
avaisanojen valitseminen	Yritysbloggaaminen
blog aiheita	yritysbloggaus
blog ideoita	yritysblogin aloittaminen
blogi julkaisu	Yritysblogin hallinointi
blogi menestys	Off-site sisältö
blogi menestystekijät	On-site sisältö
Blogiaiheet	hyvät avainsanat
blogin hallinta	hakusanaoptimointi työkalut
Blogin ideointi	seo vinkit
blogin mittaaminen	sisältömarkkinointi strategia
blogin sisällön päivittäminen	sisällöntuotanto strategia
blogin sisällön parantaminen	sisältömarkkinointi muodot
facebook päivityksen jakaminen	sisältömarkkinointi taktiikat
Google algoritmit	sisältömarkkinointi suunnitelma
Google Analytics tunnusluvut	kpi ymmärtäminen
google optimoinnin hinta	tunnuslukuje ymmärtäminen
google sijan parantaminen	avainlukutunnus
Google trends hakusanat	seo avainlukutunnus
Google trends käyttö	seo mittaaminen
Google trends opas	sisältömarkkinoinnin mittaaminen
	sisältömarkkinoinnin menestyksen
hakukone optimoinnin perusteet	mittaaminen
hakukoneiden toimintaperiaate	seo toimintaperiaate

hakukoneoptimoidut verkkosivut
hakukoneoptimoinnin opas
Hakukoneoptimoinnin suunnittelu
hakukoneoptimoinnin toteutus
Hakukoneoptimointi strategia
Hakukoneoptimointi suunnitelma
hakukoneoptimointi tekijät
hakukoneoptimointi vaikuttavat tekijät
hakukoneoptimoitu blogi
hakukoneptimoinnin edut
hakusana optimoinnin opas
hakusana optimoinnin työkalut
ilmaiset avainsana työkalut
Ilmaiset seo työkalut
inboud linkit
inbound linkit
inbound verkkolinkit
kannattaako hakukoneoptimonti
kannattaako seo
KPI tunnusluvut
liikenteen lähteet
linkit seo
linkkejen hankinta
linkkejen rakentaminen
linkkien ansaitseminen
linkkien rakennus
luonnollinen haku
luonnollinen hakutulos
meta tag optimointi
meta tagit markkinointi
meta tagit seo
miten algoritmit toimii
miten hakukoneet toimivat
Mobiili optimoitu sisältö
mobiilioptimoitu blogi
mobiilioptimoitu sivusto
näkyvyyden menettäminen googlessa
mobiilioptimoitu verkkosivu
mobiilioptimoitu sisältö
mobiilioptimoitu sivu
mobiiliystävällinen

SEO tulevaisuudennäkymä
SEO tulevaisuus
sisäiset linkit
sisällön hakusanaoptimointi
Sisällön ideointi
sisällön julkaiseminen ja jakaminen
sisällön julkaiseminen
sisällön kirjoittaminen
Sisällön optimointi
sisällön päivitys
Sisällön puhtaaksikirjoitus
sisällön syndikointi
sisällönpäivittäminen
sisällönpäivitys
Sisällöntuotannon edut
sisällöntuotannon riskit
sisällöntuotannon haitat
Sisältömarkkinoinnin avainlukumittarit
sisältömarkkinoinnin keinot
Sisältömarkkinoinnin KPI
sisältömarkkinoinnin muodot
sisältömarkkinoinnin strategia
sisältömarkkinointi b2c
Sisältömarkkinointi ja seo
Sisältömarkkinointi KPI
sisältöstrategian toteutus
SOME sisällöntuotanto
SOME sisältömarkkinointi
Sosiaalisen median sisältömarkkinointi
syndikointi
tee itse google optimointi
toimiala vaikuttajat
tunnuslukujen mittaaminen
tunnusluvut verkossa
ulkoiset linkit
luonnollinen liikenne
orgaaninen hakutulos
orgaaninen liikenne
outbound linkit
outbound verkkolinkit
ROI mittaaminen

näkyvyyden parantaminen googlessa	sähköpostin optimointi
ograaninen haku	Seo edut
optimoitu sähköposti	seo menestystekijät
optimoitu uuiskirjekampanja	SEO perusteet
optimoitu uutiskirje	Seo suunnittelu

CRM Keywords

Keyword	Avg. Monthly Searches	Competition	Suggested bid
asiakastieto	10K – 100K	0.26	8.6
prezi	10K – 100K	0	-
evästeet	1K – 10K	0	-
big data	1K – 10K	0.53	183
puskaradio	1K – 10K	0	-
asiakkuus	100 – 1K	0.02	-
presentaatio	100 – 1K	0.06	113.02
asiakasymmärrys	100 – 1K	0.71	80.1
myyntiprosessi	100 – 1K	0.41	59.52
microsoft powerpoint	100 – 1K	0.09	1.48
asiakkuuksien johtaminen	100 – 1K	0.84	103.33
konversio	100 – 1K	0.02	-
asiakasarvo	100 – 1K	0	-
lisäarvo	100 – 1K	0.02	-
kanta asiakas	100 – 1K	0.36	81.4
kehittämissuunnitelma	100 – 1K	0	-
kohderyhmä	100 – 1K	0.39	103.65
konversio optimointi	100 – 1K	0.6	79.34
asiakastietojärjestelmä	100 – 1K	0.45	72.38
asiakkuuksien hallinta	100 – 1K	0.68	-
prospekti	100 – 1K	0.01	-
tiedonhallinta	100 – 1K	0.66	136.53
asiakassegmentti	100 – 1K	0.07	-
asiakaspolku	100 – 1K	0.25	49.55
asiakashankinta	100 – 1K	0.92	250.33
crm ohjelma	10 – 100	0.99	961.91
konversioaste	10 – 100	0.02	-
liidien hallinta	10 – 100		-
lisäarvo asiakkaalle	10 – 100	0.14	-
tulosten raportointi	10 – 100	1	-
sähköinen asiakkuus	10 – 100	0.03	-

raakadata	10 – 100	0	-
lisäarvon tuottaminen	10 – 100	0.06	-
markkinasegmentti	10 – 100	0.1	-
potentiaalinen asiakas	10 – 100	0.02	-
prezi ohje	10 – 100	0	-
myyntiputki	10 – 100	0.09	-
myyntisuppilo	10 – 100	0.13	-
ostopäätös	10 – 100	0	-
asiakastiedon kerääminen	10 – 100	0.14	-
asiakashallinta ohjelma	10 – 100	1	356.47
asiakashallinta	10 – 100	0.65	228.02
ilmainen asiakashallintajärjestelmä	10 – 100	1	-
asiakashallintajärjestelmä ilmainen	10 – 100	1	91.03
asiakashallintajärjestelmä	10 – 100	0.97	186.99
asiakashallintaohjelma	10 – 100	0.55	277.41
asiakassuhteen vaiheet	10 – 100	1	-
asiakassuhteiden ylläpito	10 – 100	0.74	-
asiakastarpeiden kartoitus	10 – 100	0.22	-
asiakastarve	10 – 100	0.05	-
kohdennettu mainonta	10 – 100	0.75	-
asiakasuskollisuus	10 – 100	0.19	37.58
asiakasymmärryksen kehittäminen	10 – 100	0.48	-
asiakkuuden elinkaari	10 – 100	0.21	-
asiakkuudenhallinta prosessi	10 – 100	0.94	357.56
asiakkuuksien hallinta prosessi	10 – 100	0.31	-
asiakkuuksien johtaminen ja kehittäminen	10 – 100	0.75	48.97
asiakkuuksien kehittäminen	10 – 100	0.97	-
crm asiakkuudenhallinta	10 – 100	0.97	535.78
digitaalinen asiakkuus	10 – 100		-
kohdennettu markkinointi	10 – 100	0.81	-

Google related search terms

asiakas segmenttejen hallinta	palvelun osto
asiakasarvon luominen	palvelun suosittelu
asiakasarvon muodostuminen	palvelun vertailu
asiakasdata	presentaatioiden tuottaminen
asiakasdatan dokumentointi	presentaation tuottaminen
asiakasdatan hyödyntäminen	Prezi aloittaminen
asiakasdatan kerääminen	prospekti tarpeet
asiakasdatan profilointi	liidi tarpeet
asiakasegmentointi	hankitatarve

asiakaselinkaari

asiakashallinan kehittäminen

ilmainen asiakashallintaohjelma

asiakaspito

asiakastarpeet

asiakastarpeiden ennustaminen

asiakastarpeiden tunnistaminen

asiakastarpeisiin vastaaminen

asiakastasojen hallinta

asiakastietojen dokumentointi

asiakasuhteen elinkaari

asiakasuskollisuuden
kehittäminen

asiakasuskollisuuden mittaminen

asiakasuskollisuuden
parantaminen

asiakkuuden kehitys

asiakkuuden kesto

asiakkuuksien hallinta verkossa

asiakkuuksien segmentointi

asiakkuuksien tunnistaminen
verkossa

asiakuuden tasot

CRM aloittaminen

CRM hallinta

CRM ohje

CRM opas

CRM perusteet

datan avaaminen

datan hallinnointi

datan purkaminen

datan raportointi

datan syöttämien

digitaalinen
asiakkuusmarkkinointi

digitaalinen myyntisuppilo

digitaaliset asiakkuudet

raaka data

sähköisten asiakkuuksien hallinta

segmentointikriteerit verkossa

segmenttejen hallinta

sisältömarkkinointi suppilo

tavoitekonversio

tietojen päivittäminen CRM
järjestelmään.

tuloksien dokumentointi

tuloksien raportointi

tuotteen harkinta

tuotteen osto

tuotteen suosittelu

tuotteen uudellenosto

tuotteen vertailu

uushankinta

verkkosivun evästeet

vieralijoiden evästeet

tuotteen hankitapäätös

palvelun hankitapäätös

poistumisprosentti

välitön poistumisprosentti

evästeiden hyödyntäminen

evästeiden ymmärtäminen

evästeiden lukeminen

hankitapäätös

kohdennetut markkinointitoimet

kohderyhmien tunnistaminen

kohdeyleisö

kohdeyleisön tunnistaminen

konversiosuhde

konversiosuhteen parantaminen

lojaali asiakas

palvelun hankinta

Customer service and support

Keyword	Avg. Monthly Searches	Competition	Suggested bid
asiakastieto	10K – 100K	0.26	8.6
palvelumuotoilu	1K – 10K	0.95	120.14
facebook asiakaspalvelu	100 – 1K	0.09	59.21
chat asiakaspalvelu	100 – 1K	0.89	105.29
a b testing	100 – 1K	0.15	135.23
ux	100 – 1K	0.03	165.75
asiakaskokemus	100 – 1K	0.87	139.5
asiakastyytyväisyyskysely	100 – 1K	0.92	117.52
palvelupolku	100 – 1K	0.3	124.34
asiakastyytyväisyys	100 – 1K	0.5	91.85
asiakaspalaute	100 – 1K	0.37	98.2
asiakaspalvelu chat	100 – 1K	0.75	104.2
ux seo	10 – 100		
asiakastyytyväisyyskysely malli	10 – 100	0.87	151.81
asiakaspalvelukokemus	10 – 100	0.54	
asiakaskokemuksen kehittäminen	10 – 100	0.96	
ux suunnittelu	10 – 100	0.32	77.4
asiakastyytyväisyyskysely kysymykset	10 – 100	0.85	238.16
asiakaskokemuksen mittaaminen	10 – 100	0.99	138.65
asiakaslähtöinen palvelu	10 – 100	0.35	93.3
palvelukokemus	10 – 100	0.45	
asiakaspalautelomake	10 – 100	0.15	
hyvä asiakaskokemus	10 – 100	0.89	76.02
digitaalinen asiakaskokemus	10 – 100	0.93	
asiakastyytyväisyyden mittaaminen	10 – 100	0.91	142.36
palveluympäristö	10 – 100	0	
live chat asiakaspalvelu	10 – 100	0.93	127.69
palvelumuotoilu työkalupakki	10 – 100	0.74	
palvelumuotoilu työkalut	10 – 100	1	127.37
palveluiden kehittäminen	10 – 100	0.79	65.54
asiakaspalvelun laatutekijät	10 – 100	0.71	
back office toimihenkilö	10 – 100	0.21	12.68
asiakassuhteiden ylläpito	10 – 100	0.74	
asiakastyytyväisyys mittarit	10 – 100	0.91	74.76
vastausaika	10 – 100	0	
digitaalinen asiakaspalvelu	10 – 100	0.1	
asiakaspalvelun laatu	10 – 100	0.32	22.33
asiakaspalaute kysymykset	10 – 100	0.8	75.58

asiakaspalvelun laadun kehittäminen	10 – 100	0.9	101.5
asiakaskokemuksen parantaminen	10 – 100	1	189.23
asiakasanalytiikka	10 – 100	0.18	
asiakaspalvelu verkossa	10 – 100		
back office asiantuntija	10 – 100	0.2	4.39
sähköinen asiakaspalvelu	10 – 100	0.6	29.8
asiakaspalvelu netissä	10 – 100	0.64	
asiakastyytyväisyyden parantaminen	10 – 100	0.86	133.08

Related search terms

back office palvelu

oikea-aikainen palvelu

Asiakaspalautteen analysointi

Asiakasdatan analysointi

asiakasdata

asiakaskokemuksen optimointi

asiakaskokemuksen suunnittelu

asiakaskokemuksen testaaminen

asiakaskokemus verkossa

asiakaslähtöinen asiakaspalvelu

asiakasorientoitunut

asiakaspalautteen raportointi

asiakaspalvelu botit

asiakaspalvelu sähköpostitse

asiakaspalvelu trendit

asiakaspalvelu tuki

Asiakaspalvelun automatisointi

asiakaspalvelun hallinta

asiakaspalvelun kehittämissuunnitelma

asiakaspalvelun sähköistäminen

asiakaspalvelun trendit

asiakaspalvelu robotit

asiakassuhteiden parantaminen

asiakastyytyväisyyden testaaminen

asiakastyytyväisyyden kehittäminen

asiakastyytyväisyyden parantaminen verkossa

asiakastyytyväisyys kyselyn analysointi

asiakastyytyväisyys kyselyn suunnittelu

live chat botit

live chat palvelut

live chat verkkokauppa

miten mitataan asiakastyytyväisyyttä

oikea-aikainen asiakaspalvelu

palvelukokemuksen kehittäminen

palvelukokemuksen mittaaminen

palvelukokemuksen taso

palvelukokemus ja palveluympäristö

reaaliaikainen asiakaspalvelu

sähköinen asiakaskokemus

sähköinen palveluympäristö

sähköposti asiakaspalvelu

sähköposti vastaustaika

saumaton asiakaskokemus

saumaton palvelukokemus

saumaton palvelupolku

tilauseurantajärjestelmä

tilausseurannan käyttöönotto

tilausseurannan kehittäminen

UX optimointi

UX testaaminen

vastausajan lyhentäminen

asiakaskokemus tärkeys

automatisoitu asiakaspalvelu

automatisoitu vastaaja

digitaalinen asiakastyytyväisyys

digitaalinen palveluympäristö

asiakastyytyväisyys verkossa   verkkosivujen asiakakokemus

Misc

Keyword	Avg. Monthly Searches	Competition	Suggested bid
laskutuspalvelu	1K – 10K	0.97	276.01
tietotekniikka	1K – 10K	0.03	23.52
lasku	1K – 10K	0.38	60.42
sovellukset	1K – 10K	0.13	38.11
pilvipalvelu	1K – 10K	0.76	155.09
messut	1K – 10K	0.29	51.46
ohjelmointi	1K – 10K	0.06	56.4
taloushallinto	1K – 10K	0.72	175.53
messut helsinki	1K – 10K	0.13	93.46
mediamaisteri	100 – 1K	0	-
seminaari	100 – 1K	0.1	69.31
luento	100 – 1K	0	-
tietotekninen osaaminen	100 – 1K	0.07	92.05
tekninen tuki	100 – 1K	0.04	-
tukipalvelut	100 – 1K	0.12	-
taloushallinnon assistentti	100 – 1K	0.7	35.92
raportointi	100 – 1K	0.67	181.05
sähköinen kirjanpito	100 – 1K	0.96	205.02
sähköinen laskutus	100 – 1K	0.98	199.03
sähköinen taloushallinto	100 – 1K	0.95	239.2
työtila	100 – 1K	0.27	12.87
webinaari	100 – 1K	0.35	46.39
e learning	100 – 1K	0.36	66.77
verkostoituminen	100 – 1K	0.24	54.41
ilmainen pilvipalvelu	100 – 1K	0.86	122.97
innovatiivinen	100 – 1K	0.05	50.67
it tuki	100 – 1K	0.76	183.28
kokoustilat helsinki	100 – 1K	0.77	337.59
verkkomaksu	100 – 1K	0.85	93.55
kokoustilat	100 – 1K	0.7	265.74
verkostoituminen työelämässä	10 – 100	0.21	-
tietokoneongelmat	10 – 100	0.11	-
verkko opetus	10 – 100	0.52	51.99
viestintätekniikka	10 – 100	0.16	7.06
virtuaalinen oppimisympäristö	10 – 100	0.25	79.02

virtuaalinen työtila	10 – 100	-	-
ohjelman asennus	10 – 100	0	-
skype kokous	10 – 100	0.22	-
webinaarin järjestäminen	10 – 100	0.89	45.98
laskutusjärjestelmä	10 – 100	0.88	226.66
asiakaslista	10 – 100	0.18	-
asiakastapaaminen	10 – 100	0.03	-
digitaalinen palvelu	10 – 100	0.63	-
e opetus	10 – 100	0.19	-
e oppiminen	10 – 100	0.16	11.74
hallinnollinen työ	10 – 100	0.06	
kokouksen järjestäminen	10 – 100	0.57	36.1
kokoustilat pääkaupunkiseutu	10 – 100	1	272.93
kokoustilat uusimaa	10 – 100	1	164.46
sähköinen palvelu	10 – 100	0.56	242.52
liiketapahtuma	10 – 100	0.5	-
seminaarin järjestäminen	10 – 100	0.21	-
luennon pitäminen	10 – 100	0	-
yritysmessut	10 – 100	0.09	-
business messut	10 – 100	0.24	-
puhtaaksikirjoitus	10 – 100	0.14	59.42
online palvelut	10 – 100	0.05	-
raportoinnin kehittäminen	10 – 100	0.79	-
sähköinen laskutusjärjestelmä	10 – 100	1	359.05

Google related search terms	
	Sosiaalisen median hallinnointi
Äänen puhtaaksikirjoittaminen	
Asiakaslistojen laatiminen	Sosiaalisen median ylläpito
asiakastapaamisen järjestäminen	Sovelluksien ohjelmointi
Asiakastapaamisen organisointi	Taloushallinnon trendit
assistentin työ tulevaisuudessa	tietotekniset työkalut
e-learning palvelut	tietotekniset ongelmat
esityksen laatiminen	tietotekniikan tuki
esityksen valmistelu	Ulkoistamisopas
Helsinki asiakastapaaminen	verkkomaksujen käyttö
Helsinki liiketapaamiset	verkkomaksujen käyttöönotto
Helsinki liiketapahumat	Verkostoituminen Linkedin verkostoituminen
Innovatiivinen liiketoiminta	yritystoiminassa

innovatiivinen osaaja   virtuaalinen opiskelu

kuvan puhtaaksikirjoittaminen

kuvan puhtaaksikirjoitus

Laskutuksen automatisointi

Laskutuksen sähköistäminen

Laskutusjärjestelmän
automatisointi

liiketapaamispaikat helsinki

liiketapaamispaikka

liiketapaamistila

liiketapaamistilat helsinki

liiketapahtumapaikka

seminaarin pitäminen

yrittäjien messut

luennon järjestäminen

messut uusimaa

pääkaupunkiseutu
asiakastapaaminen

pääkaupunkiseutu liiketapaaminen

virtuaalinen yhteistyö

virtuaalinen ympäristö

tietolista

yhteistietolista

yhteistietolistan laatiminen

yhteistyö etänä

yhteystietolistojen
rakentaminen

Palaverien järjestäminen

presentaation laatiminen

Prezi presentaatio

sähköinen raportointi

sähköinen työtila

sähköinen yhteistyö

skype palaveri

skype tapaaminen

MyAgent content marketing SMART objectives

Google Analytics audience overview **Sep 1, 2016-Sep 3, 2017:**

Users: 5,105 / 12 = 425.41 ~ 425 users per month
Bounce rate: 63.13%
Pages per session: 1.48
Avg. session duration: 01:06
New visitors vs. returning visitors: 77.5% new visitors, 22.5% returning visitors

---

1 GOAL: Generate brand awareness by creating and promoting on-site content (top-of-funnel)

SMART objectives:

3 months objectives October 1st, 2017 to January 1st, 2018:

- Realistically, because content will take time to effect, objective is to maintain current traffic volumes.

6 months objectives January 1st, 2018 to April 1st, 2018:

- Increase number of users to 525 per month
- Decrease bounce rate to from 63.13% to 60%
- Increase pages per session from 1.48 to 2 pages
- Increase average session duration to from 01:06 to 01:30 minutes

9 months objectives April 1st, 2018 - July 1st, 2018:

- Increase number of users from 525 to 1,050 per month
- Decrease bounce rate from 60% to 55%
- Increase pages per session from 2 to 2.5 pages
- Increase average session duration from 01:30 to 02:00 minutes

12 moths objectives July 1st, 2018 to October 1st, 2018:

- Increase number of users from 1,050 to 1,572 per month
- Decrease bounce rate from 55% to 50%
- Increase pages per session from 2.5 to 3 pages
- Increase session duration to from 02:00 to 02:30 minutes

15 months objectives January 1st, 2019 to April 1st, 2019:

- Increase number of users from 1,572 to 2,100 per month

- Decrease bounce rate from 50% to 45%

- Increase pages per session from 3 to 3.5 pages

- Increase average session duration from 02:30 to 03:00 minutes

18 months objectives April 1st, 2019 to July 1st, 2019:

- Increase number of users from 2,100 to 2,625 per month

- Decrease bounce rate from 45% to 40%

- Increase pages per session from 3.5 to 4 pages

- Increase session duration from 03:30 minutes

KPI's: Number of visitors, bounce rate, pages per session, session duration, returning visitors, inbound links, referring domains, bounce rate and most popular on-site content

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2 GOAL: Generate brand awareness through improved brand visibility by ranking number one in Google for the keyword term: "virtuaaliassistentti" (top-of-funnel)

Established links: 4 root domains, 20 total links

Current rankings September 1st, 2017:

- For the term "virtuaaliassistentti" (virtual assistant), myagent.fi ranked in position 5

SMART objectives:

3 months SEO objectives October 1st, 2017 to January 1st, 2018:

- Realistically, because SEO efforts will take time to effect, objective is to maintain current SERP

6 months SEO objectives January 1st, 2018 to April 1st, 2018:

- Organic search acquisition from current 21.1% to 40%
- Achieve rank nro. 3

9 months SEO objectives April 1st, 2018 - July 1st, 2018:

- Organic search acquisition from 40% to 50%
- Achieve rank nro. 2

12 months SEO objectives July 1st, 2018 to October 1st, 2018:

- Organic search acquisition from 50% to 70%
- Achieve rank nro. 1

KPIs: Acquisition through Google organic search results, search presence (SERPs), key sites with content visible in search.

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3 GOAL: Generate leads through middle-of-funnel tactics

Google Analytics audience overview **Sep 1, 2016-Sep 3, 2017:**

Conversion rate = not measured, currently no available data

Google Analytics goals = not set > set goals

- Using industry average **3.82%** B2B conversion rate of lead generation
- Assuming, MyAgent can convert lead to purchasing customer of avg. purchase value of **800e** in conversion rate of **10%,** lead value ~ **80e.**

SMART objectives:

3 months objectives October 1st, 2017 to January 1st, 2018:

- No leads expected > negative ROI

6 months objectives January 1st, 2018 to April 1st, 2018:

- Generate 19 leads per month > revenue goal 19 x 80e = 1,520 e / investments = ROI

9 months objectives April 1st, 2018 - July 1st, 2018:

- Generate 38 leads per month > revenue goal 38 x 80e = 3,040 e / investments = ROI

12 months objectives July 1st, 2018 to October 1st, 2018:

- Generate 57 leads per month > revenue goal 57 x 80e = 4,560 e / investments = ROI

15 months objectives January 1st, 2019 to April 1st, 2019:

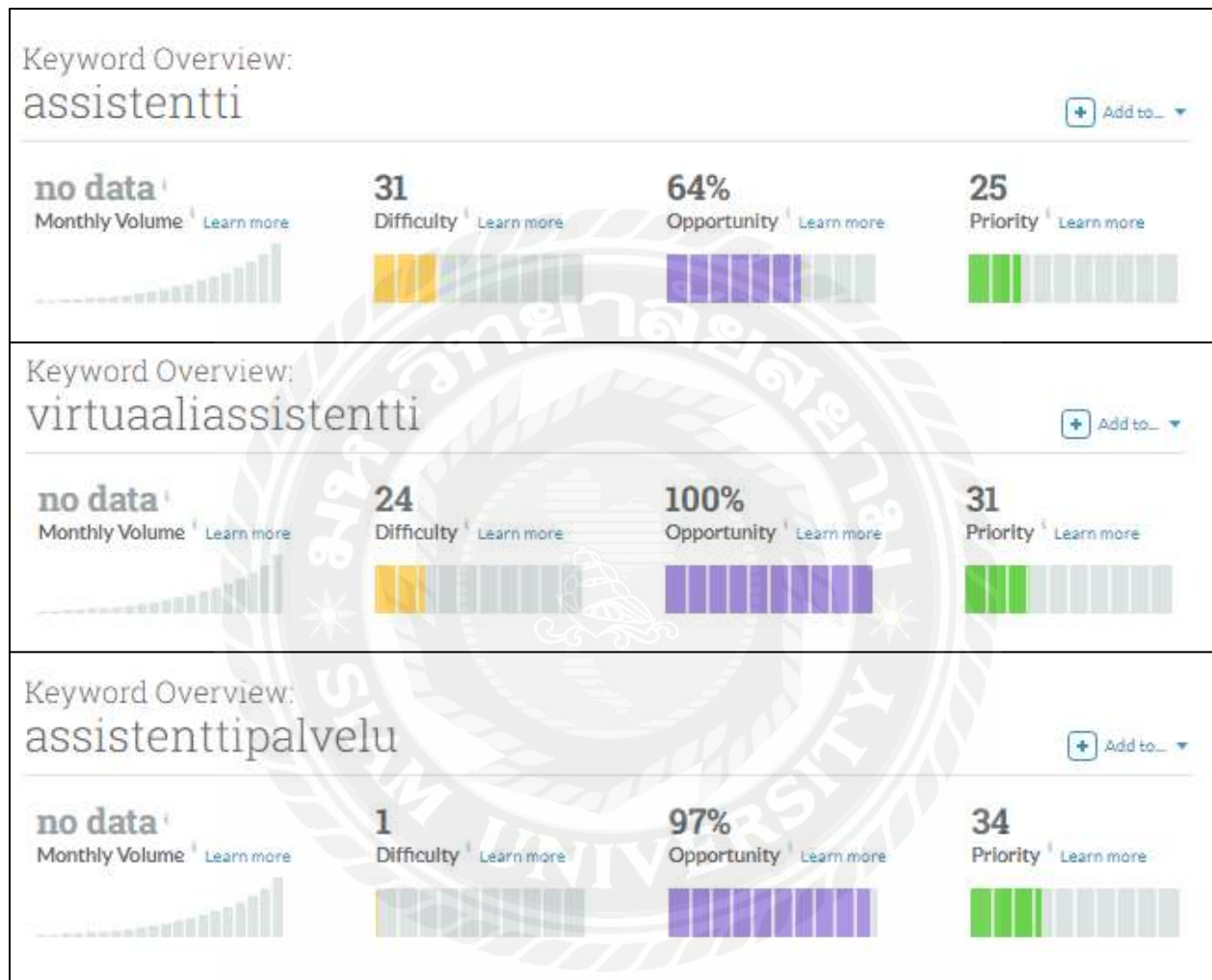- Generate 76 leads per month > revenue goal 76 x 80e = 6,080 e / investments = ROI

18 moths objectives April 1st, 2019 to July 1st, 2019:

- Generate 100 leads per month > revenue goal 100 x 80e = 8000 e / investments = ROI

KPIs: Brochure downloads, newsletter subscriptions, queries, 4-hour trials, key form of conversions, lead volume and lead conversion rate

Seed keyword comparison

Keyword Overview:
assistentti
[+] Add to... ▾

no data	31	64%	25
Monthly Volume Learn more	Difficulty Learn more	Opportunity Learn more	Priority Learn more

Keyword Overview:
virtuaaliassistentti
[+] Add to... ▾

no data	24	100%	31
Monthly Volume Learn more	Difficulty Learn more	Opportunity Learn more	Priority Learn more

Keyword Overview:
assistenttipalvelu
[+] Add to... ▾

no data	1	97%	34
Monthly Volume Learn more	Difficulty Learn more	Opportunity Learn more	Priority Learn more

| virtuaaliassistentti | @ myagent.fi | 8 fi-fl ⬜Desktop | ♀ National | avg. monthly searches 0 | est. CPC $0 |

URL	Position
http://blog.myagent.fi/virtuaaliassistentti/	5

| assistenttipalvelu | @ myagent.fi | 8 fi-fl ⬜Desktop | ♀ National | avg. monthly searches 0 | est. CPC $0 |

URL	Position
http://www.myagent.fi/tilausehdot/	6

| Assistentti | @ www.myagent.fi | 8 fi-fl ⬜Desktop | ♀ National | avg. monthly searches 10 | est. CPC $0 |

URL	Position
http://www.myagent.fi/	33

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
assistentti	100 – 1K	Low	B15.94	–	»
virtuaaliassistentti	100 – 1K	Medium	B15.18	–	»
assistenttipalvelu	10 – 100	Low	B57.74	–	»