

Primaflora goes Social

An Online Marketing Communications Plan



Academy of European Studies & Communication Management

The Hague University of Applied Sciences

Sven Meijer
10042563
ES4-4B

Supervisor: W.B. van Dam
Completed: September 30, 2014

Executive Summary

This marketing communications report was commissioned to examine how Primaflora can start internet marketing in order to establish valuable customer relationships and increase customer numbers for its German flower shops.

The company's main goal for creating an online presence is to increase brand awareness, establish valuable customer relationships and eventually create fans.

The central research question for this report is: *"What is the best online strategy for Primaflora to create valuable customer relationships in Germany?"*.

Answers regarding the internal and external environment are found by conducting desk research and interviews. These results are analysed and a Swot-matrix is created. Based upon the Swot, a strategy with action plan is determined. Subsequently, a conclusion with recommendations are given.

Primaflora's most important strengths are an externally administered website, a good basis for SEO marketing, the availability of a designer for content creation, and the willingness of Primaflora employees to participate in promotional activities. The company's weaknesses are the lack of resources, the lack of brand awareness, poor use of website keywords, and a small marketing department.

Important opportunities are a steady stream of visitors from the nearby supermarket, many special German occasions and holidays in which flowers play a big role, and almost no social media usage and outdated websites from the direct competition. Also increasing activity from the target group on social media is an opportunity. The main target group is women between the ages of 25 and 70. Great threats for Primaflora to consider are the excellent websites and content rich social media pages from the indirect competition, their outstanding SEO marketing, and their cooperation with local florists.

Primaflora needs to consider that its online strategy can only be successfully executed when offline situations are taken into account. The only way to increase brand awareness and to establish valuable customer relationships, is a mix between online and offline marketing activities.

The Primaflora website needs to be updated, social media accounts will be created, and promotional campaigns, to create online followers and new customers, will be launched. It is essential to harmonize online and offline activities. In conclusion, Primaflora will establish valuable customer relationships by a combination of online and offline activities in order to inspire people and attract the customer to the flourishing world of Primaflora's flower shops.

Table of Contents

Executive Summary	0
1. Introduction	3
1.1 Introduction of the Company	3
1.2 Problem / Situation Analysis: The Current Situation	4
1.3 Goals	4
1.4 Central Research Question	4
2. Methodology.....	5
3 Internal Environment	7
3.1 Current Online Activities.....	7
3.1.1 Primaflora Website	7
3.1.2 Primaflora on Google.....	8
3.2 Internal Resources.....	8
3.3 Summary of Strengths and Weaknesses	10
4 External Environment	11
4.1 The Macro Environment.....	11
4.2 Target Group	14
4.2.1 Offline Behaviour Target Group	16
4.2.2 Online Behaviour Target Group	17
4.3 Competitors Analysis	18
4.4 Online Media Analysis.....	20
4.5 Summary of Opportunities and Threats.....	22
4.6 SWOT Matrix	23
5 Analysis.....	24
5.1 Confrontation Matrix.....	24
5.2 Strengths Versus Opportunities and Threats.....	24
5.3 Weaknesses Versus Opportunities and Threats.....	25
6 Strategy.....	26
6.1 Primaflora Website.....	26
6.2 Social Media	26
6.3 Promotional Campaigns.....	27
7. Conclusion	28
7.1 Summary of Analysed Results	28
7.2 Answer Central Research Question	29
7.3 Recommendations	30
References.....	32
Appendix I – Internet Usage in Germany	36
Appendix II – Social Media Usage in Germany	39
Appendix III – Social Media Business Pages.....	42
Appendix IV – Example of a Content Calendar.....	45
Appendix V – Step by Step Online Action Plan.....	46
Appendix VI – Example Primaflora Social Media Pages	48
Appendix VI – Primaflora Website & Social Media Analysis.....	50
Appendix VII – Questionnaire Internet & Social Media Usage	55
Appendix VIII – Example Sprout Social	56

1. Introduction

Nowadays many businesses are starting to get active on the internet. Verdel's chain of flower shops in Germany does not want to be left behind. Therefore, this online marketing plan is created in order for Primaflora to get active in the online world to increase brand awareness.

In order for this online marketing plan to be successful, firstly, the current situation needs to be analysed. Subsequently, the company's mission statement and its goals will be stated. When the goals are defined, a central research question will be created.

Firstly, an introduction to the company will be given.

1.1 Introduction of the Company

In 1969, Fred Verdel started with the export of flowers and plants to Germany. Nowadays, the company has grown from one person and one market, to a flourishing company with 250 employees and is exporting to 15 countries. The name of the organisation is still Verdel, and everyone is proud of the fact that the company is still a family business. Customers often describe the company as a 'no-nonsense' organisation, which the company considers to be a great compliment.

In addition to no-nonsense, the company wants to be a partner to their customers, which is solid and reliable, internationally oriented, thinks in solutions and knows the chain. That is why Verdel uses the slogan 'partner in flourishing business'. This symbolises how everyone within the company actively works with their customers to achieve the best results.

Verdel's mission is to expand its role as an active partner with its aim to obtain more international customers. Together with selected partners, the company wants to be a leading player for the retail, the ultimate partner for the florist, the supermarket chain, the Cash & Carries and the garden centres. Together with its customers, Verdel wants to achieve commercial successes and flourish.

Besides the fact that Verdel is a big player in the export of flowers and plants, it also owns a chain of flower shops in Germany, for which this report is written. Currently, the company has 20 flower shops across Germany under the name of Primaflora GmbH. All of these shops are located within the building of a big supermarket named Globus. Therefore, the company knows what it means to work and calculate with product range planning, pricing, and marketing communications. Thanks to the combination of skilled buyers in the Netherlands and experienced florists in Germany, the company has supplied many German households with fresh Primaflora flowers, plants, and arrangements. (Verdel, 2014)

1.2 Problem / Situation Analysis: The Current Situation

Primaflora has made it to its mission to provide German households with fresh flowers and plants with the best quality possible.

In the increasing and dynamic world of information technology it has become essential for companies to be present on the internet through social media, websites, and blogs. Therefore, Primaflora decided to make it its mission to become present in the online world in order to provide people with inspiration and information about the flourishing world of the Primaflora flower shops.

1.3 Goals

The main goal for creating an online presence is to increase brand awareness, establish valuable customer relationships and eventually create fans. This with the objective to eventually increase customer numbers.

The most important goal will be to increase brand awareness through the internet. Nowadays, it has become highly important for companies to present their brand online. The online brand is as important as any other form of branding and its importance will increase every day. In order for Primaflora to succeed online, its brand must become highly recognizable, relatable, and authentic. In this way the company will set itself apart from the competition. High visibility of the brand will increase credibility and customers will therefore be more willing to remember the company's products. (Huffingtonpost, 2013)

With creating an online brand presence, the attention of the target group needs to be captured. Therefore, the second goal will be to create added value for the target group through online platforms. To obtain and retain customer attention, online platforms and social media pages need to be created. The purpose of these platforms will be to provide the customer with inspiration and added value, in order to change the customers into fans.

Primaflora needs to attract customers from the online forums to the stores. Together with the two goals mentioned above the company hopes to inspire its target group to visit the flower shops and increase customer numbers.

Furthermore, important goals are to create more traffic to the Primaflora website and to obtain optimal results in the major search engines.

1.4 Central Research Question

Based upon the goals stated above, a main research question is created. To achieve these goals, the following question is created: "What is the best online strategy for Primaflora to create valuable customer relationships in Germany?"

In order to obtain an answer to the central research question, several sub-questions are created.

Firstly, questions about the internal environment need to be answered.

- In what way is Primaflora already active in the online world?
- What are the resources available in order to execute an online strategy for Primaflora?

After obtaining answers to the questions regarding the internal analysis, answers to the questions regarding the external environment need to be obtained.

- What are the demographic, economic, technological, legal, and social-cultural trends?
- What is Primaflora's target group?
- What is the online and offline behaviour of the target group?
- Who are the direct and indirect competitors?
- In what way is the competition active in the online world?

2. Methodology

To analyse the internal situation, several research methods will be used. Below the sub-questions, regarding the internal situation, with their planned research methods are stated.

- *In what way is Primaflora already active in the online world?*

In order to obtain an answer to this question, firstly, desk research on the internet is needed to discover any activities on the web concerning Primaflora. This means searching through major search engines, blogs and social media used in Germany. Another requirement for this question is having the performance of the company website analysed. Furthermore, it is important to interview Verdel's employees and the Primaflora team to discover any online activities regarding Primaflora.

- *What are the resources available in order to execute an online strategy for Primaflora?*

For this question, in-depth interviews with the Primaflora management team will be conducted. In order for this online marketing to be successful, it is of great importance to know what and how much resources are available to execute this online marketing plan.

For the sub-questions regarding the external environment, the following methods of research will be conducted.

- *What are the demographic, economic, technological, legal, and social-cultural trends?*

In order to discover for Primaflora relevant factors of the Macro-environment, a Destep-Analysis will be performed.

- *What is Primaflora's target group?*

For this question the in-depth interviews will be used. Also the information given by the company will be used. The company already defined a target group. However, it still has to be segmented to an online target group. Therefore, desk research and questionnaires will be used to determine this online target group.

- *What is the online and offline behaviour of the target group?*

In order to discover the target group's behaviour online and offline, its online preferences and its internet usage, questionnaires will be taken amongst German citizens which will match with Primaflora's target group. Furthermore, desk research is needed to discover online users, within the segment of Primaflora's target group, which use the internet and social media.

- *Who are direct and indirect competitors?*

For this question desk research will be sufficient. All competition can be found on the internet. When possible competitors cannot be found on the internet, they will not pose a direct threat to Primaflora's online ambitions.

- *In what way is the competition active in the online world?*

To discover if there are competitors active on the web and in what way they are active, desk research is essential to discover any activities on the internet in general, social media and blogs. This desk research will be conducted through the major search engines and social media sites.

Once all the answers regarding the internal and external environment are found, they will be analysed in order to obtain an answer to the central research question. Firstly, a SWOT-analysis, based on the internal and external environment will be created. Based upon the SWOT-Analysis, a confrontation matrix will be created in order to determine possible steps of action. Subsequently, the confrontation matrix will lead to Primaflora's strategy. Lastly, a plan of implementation will be given and the conclusion will be drawn. The conclusion will be given by answering the central research question of this report.

3 Internal Environment

In order to decide what resources need to be used and what kind of strategy needs to be developed, first the current situation of Primaflora will be analysed. This internal environment will be analysed by obtaining an answer to the two sub-questions regarding the internal environment.

3.1 Current Online Activities

Firstly, it has to become known in what way Primaflora is already active in the online world. Therefore, an answer to the following question will be given; *'In what way is Primaflora already active in the online world?'*

At the moment Primaflora only has a website, which is managed externally by a German design company. This website has an introduction and contains information about the locations and working hours of the flower shops.

However, to be certain if there are more online activities, an analysis is performed to discover whether there are sites or activities, related to the company, on the internet. Therefore, multiple ways of analysing online activities are performed.

3.1.1 Primaflora Website

The Primaflora website can be found at the bottom part of the first page of the Google search results. However, to appear on top of the Google list, many things can still be improved. After having the website analysed through Sitetrail.com, it becomes evident that the Primaflora website uses countless keywords. However, few of these keywords are relevant for the company and its website. Also the URL -title is too long and contains almost none of the for Primaflora relevant keywords. Because of the poor performance of the keywords and its density, Primaflora also has a poor performance on the SEO list in the major search engines. (Sitetrail, 2014)

Also employees of both Verdel and Primaflora were asked if they perform any activities on the internet regarding Primaflora. None of the Verdel employees do so. However, some Primaflora employees post relevant information about Primaflora on their personal Facebook pages. This mainly contains information about promotions.

Subsequently, a second analysis was performed on the website of Socialmention. This is a website which shows all the activities on social media and blogs about a specific subject. To discover any online activity regarding Primaflora, major relevant keywords are selected.

The major keywords used are:

- Blumen
- Pflanzen
- Schnittblumen
- Floristik
- Primaflora
- Flowershop
- Blumenstrauß
- Primaflora Blumen

After this analysis, the conclusion can be drawn that there are no major activities related to the Primaflora flower shops or its website. Only sites from the competition, which uses similar keywords, came up in the search results. However, to track future activities it is highly advisable to save an RSS feed for the Socialmention website. This way it becomes possible to track important activities at every time, without performing the entire analysis. An RSS feed can easily be created with the help of a website such as Feedly.com. (Socialmention, 2014)

Furthermore, the Primaflora website only contains information about the locations of the shops, its working hours and legal information. There is no information on the website available which could be of extra value to possible customers.

3.1.2 Primaflora on Google

To conclude analysing the web for activities related to Primaflora, an exploration is performed through Google. Firstly, the same keywords, mentioned above, were used in the search engine. When the most keywords were used, nothing related to Primaflora was derived. When the keyword Primaflora was used in the search engine, several locations of the flower shops were revealed. However, this information is not up to date and contains a lot of information about shops which do not exist anymore. Also the website was displayed. Nevertheless, information about the company on Google only appears when the keyword Primaflora is used. When, for instance, the words flowers or plants are used, nothing about the company appears. To track future activities on Google about Primaflora, it is recommended to set up Google alerts. This way it becomes possible to easily notice it when people use relevant search terms in the major search engines.

3.2 Internal Resources

In order for Primaflora to successfully execute this online strategy, it is essential to obtain information about all the company resources available. Therefore, the second sub-questions regarding the internal environment needs to be answered. Namely: *'What are the resources available in order to execute an online strategy for Primaflora?'*

There is only a small marketing department, which consists of the marketing manager and possibly an intern, at Verdel. Therefore, it will become a huge challenge to perform all online

marketing activities for Primaflora. Most online activities can be performed by an intern. However, when there are periods without an intern, it will become an even bigger challenge to continue all online activities. When this will not continue, it can occur that people start missing news about Primaflora. This can affect the company's credibility.

Furthermore, the Primaflora website is administered externally by a German designer. She can be used at any time.

Moreover, there is a lot of free content on the internet available, which can be used by Primaflora. Therefore, it will not be necessary to spend a lot of time with creating content. Moreover, there is also a designer available at the Verdel office who can help creating content relevant for Primaflora. The designer makes pictures of everything he designs. These pictures can be used for the online marketing activities. Examples of free and relevant content on the internet are:

- www.blume2000.de
- www.tollwasblumenmachen.de
- www.fleurametz.nl
- www.blumen.de
- <http://www.blumenbuero.de/>
- <http://www.pureseasonalflowers.nl/>

Also the Primaflora employees can be used to promote the company, both online and offline, in order to create customer value. The Primaflora employees are recognizable for the customers and therefore, it could be easier to establish customer relationships.

Both the designers and the Primaflora employees can be used for all online activities if necessary. However, Verdel does not want to invest great amounts of money in an online strategy for Primaflora.

Lastly, the locations of the Primaflora shops are of great importance. All shops are located within Globus supermarkets. Therefore, Primaflora benefits from Globus customers.

3.3 Summary of Strengths and Weaknesses

In order to obtain a clear overview of Primaflora's strengths and weaknesses, below a table with strengths and weaknesses is depicted. Every strength and weakness from the table will be explained.

Strengths	Weaknesses
<ul style="list-style-type: none"> * Already a website (externally administered) * Google keywords already available * A lot of free content on the web * Designer for new content available * Primaflora employees can be used for (online) promotional activities * A lot of visitors from Globus supermarkets 	<ul style="list-style-type: none"> * Small marketing department * Website externally administered * Lack of (online) brand awareness * Poor use of keywords on website * Irrelevant keywords on website * Poor SEO results

Strengths:

There already is a Primaflora website which is externally administered by a designing company located in Germany. Because this website is externally administered it will save Verdel employees a great amount of time when adjustments have to be made. Another benefit is, that the website is administered by a German company. This way everything regarding language barriers and cultural mistakes can be avoided, because the website is made by Germans and made for Germans.

The Primaflora website already contains a lot of keywords to appear in Google search results. Therefore, it is not necessary to search for keywords. This will save a lot of time and money for the company.

Furthermore, a lot of free content is available on the internet. This can be used both for the website and social media. For new content, a designer at Verdel is available. He can provide the marketing department with all the necessary content for Primaflora. This will save the marketing department a lot of time and effort to search for the creation of content.

Also the employees of the flower shops can be used to promote Primaflora both online and offline. This can be a strength because they can communicate directly to the customer and are recognizable for the customer.

Lastly, a strength for Primaflora is, the fact that the Globus supermarkets have a lot of customers. These customers all walk by the Primaflora stores. Therefore, Primaflora is

already recognizable for these people and it is very easy for these customers to visit Primaflora when they are doing their grocery shopping.

Weaknesses:

The fact that there is only a small marketing department can be a great weakness for Primaflora. All (online) marketing activities can take a lot of time. The marketing department lacks human resources and time. This could have negative effects on Primaflora's marketing activities.

The fact that the Primaflora website is externally administered is a huge benefit. However, this can also be a weakness. When adjustments to the website need to be made, the designing company needs to be briefed. At this point many things in the communication could go wrong. This can have negative effects for Primaflora. Furthermore, every adjustment made by the designing company costs money.

Furthermore, the lack of brand awareness, both online and offline, is a great weakness. At the moment it is likely that only customers from Globus know Primaflora. People who do not go to Globus, might also not know Primaflora. Also Primaflora is not yet promoted on the internet and the website's visitors rate is very poor.

It is very positive that Primaflora's keywords are already defined. However, a weakness is the fact that these keywords are poorly used on the website. Moreover, the website contains a lot of irrelevant keywords. This will have negative effects on the Google list of search results. Subsequently, the poor and wrong use of keywords are resulting in poor SEO results.

4 External Environment

In order to define opportunities and threats in Primaflora's external environment, an analysis of external forces relevant for Primaflora is performed. This analysis includes a Destep analysis, a description of the target group and its behaviour, an online media analysis, and an competitors analysis. This external analysis is essential in order to obtain an answer to the sub-question: *'What are the demographic, economic, technological, legal, and social-cultural trends?'*.

4.1 The Macro Environment

In order to obtain relevant information about Primaflora's external environment, a Destep-analysis is performed. Note: since Primaflora shops are spread throughout Germany, all facts and figures relate to the whole country.

Demographics:

According to research from Statista Germany has over 80 million inhabitants. Since young people do not buy flowers very often, only the statistics from the ages of 25 and over will be displayed. After December 2012, Germany had 14,5 million inhabitants between the ages 25 and 39. Almost 25 million of German citizens are between the ages of 40 and 59 years old. Nearly five million people are between the age of 60 and 65. Over 16 million German inhabitants are 65 years or older. (Statista, 2014)

As depicted in the table below, since 2006 Germany's population was shrinking. This stagnated in 2011.

Country	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Germany	0.29	0.27	0.26	0.04	0.02	0	-0.02	-0.03	-0.04	-0.05	-0.06	-0.21	-0.2

However, people are getting older and a big part, over 20 percent, of Germany's citizens belong to the age group of 65 years and older. This group increases rapidly, while at the same time young age groups are shrinking. (Statista[2], 2014)

According to Destatis, 'by far the largest share of the expenditure incurred by house-holds in Germany went to housing, energy and maintenance of the dwelling: in 2012, they spent an average of 34.5 % of their consumption budget on these items. 14.2 % of private consumption expenditure was spent each on transport and on food, beverages and tobacco 13.9 %. Recreation and culture accounted for 10.6 %. Some way behind came expenditure on furnishings and household equipment (5.5 %), restaurants and hotels (5.5 %), clothing and footwear (4.6 %), and health (4.2 %).' 3.9% of the monthly income is spent on miscellaneous goods, which includes flowers and plants. (Statistisches Bundesamt, 2014)

'In 2012, the consumption expenditure of house-holds in Germany amounted to an average of Euro 2,310 per month.' (Statistisches Bundesamt, 2014)

Economics

The inflation rate in Germany was recorded at 0.80 percent in August of 2014. The Gross Domestic Product per capita in Germany was last recorded at 38291.62 US dollars in 2013. The Prognosis is that GDP will rise slightly. In July 2014, 42597.00 Germans had a paid job. 4.9% of the German adult population is jobless. Retail sales went down with 1.4% in July 2014. (Trading Economics, 2014)

Moreover, it is important to know that every Globus supermarket has at least 20.000 customers every month. (Ost Thüringer Zeitung, 2012)

Social/Cultural

Interesting fact to consider for Primaflora is that Germany has a lot of holidays and special occasions throughout the year. For many of these holiday and occasions flowers play a big part. It is important to know that there are a lot of flowers to buy in Germany and not every flower can be used for every occasion. For instance, white flowers are used for funerals and mourning. Red flowers represent love and can only be given to loved ones. For weddings, white flowers are not done, only mixed colours can be used. For valentine usually red roses are a fitting present. For Mother's day roses, tulips and orchids are popular presents. For birthdays it does not really matter which flowers to give. However, white and red flowers should be avoided. (Learn German Language, 2014)

The most common occasions where German people buy flowers for are: birthdays, funerals, graduation ceremonies, and visiting friends and family. Holidays when German people buy flowers are: Valentine's day, Carnivals, Palm Sunday, Good Friday, Easter, Mother's day, Corpus Christi, Day of German Unity, Halloween, All Saints Day, National day of Mourning, Sunday of the Death, Advent, Christmas, Boxing day, and New Year. (Learn German Language, 2014)

It is important to know that in a big part of Germany religion still plays a big role. For Christian holidays many Germans buy flowers.

Technology

Germany's extensive infrastructure was singled out for special praise due to its capacity for highly efficient transportation of goods and passengers. This ranking includes high marks for the quality of roads and airports, the rail and port infrastructure, and the country's outstanding communications and energy infrastructure. (Gtai, 2014)

However, more important and relevant for Primaflora, is Germany's online infrastructure. Almost 80% of the German households have internet access. Also Wifi-access in public places is highly available. DSL is the prevalent internet access technology with over 30 million subscribers. For residential services ADSL, ADSL2+, and VDSL2 are used. With over 12 million customers, Deutsche Telekom is the market leader. (DSL Web, 2014)

Ecological

Fair products and corporate social responsibility are nowadays very important for both customers and companies. For many German consumers it is important to know where products come from and if they are produced in a responsible way. All products for Primaflora are exported from The Netherlands to Germany. All flowers and plants are grown

and processed in an eco-friendly way. Furthermore, all products are fair-trade or have a similar label.



Political

It is essential for Primaflora to know all German legislation and rules regarding the internet. Germany has strict laws for internet usage, privacy, and the usage of information about internet users. Most important is to know that every website must contain a so called 'Impressum' in which should be explained what will be done with all information the company gathers from website visitors. (Bundesministerium Justiz und Verbraucherschutz, 2014)

4.2 Target Group

In order to create an online marketing design and action plan, first Primaflora's target group needs to be defined. Therefore an answer to the sub-question, '*what is Primaflora's target group?*' need to be found. Since Primaflora already exists, it also has already targeted certain groups as potential customers. Based on this information and questionnaires, taken at Elten in Germany, the target group will specified below. In total four types of potential customers will be described. The questionnaire can be consulted in Appendix VII.

<p>Name: Maria</p> <p>Gender: female</p> <p>Age: 50+</p> <p>Profession: retired</p> <p>Income: low-average income</p> <p>Interests: family, the local bridge club, practical and inexpensive products, walking her dog</p> <p>Social media: Facebook</p> <p>Description: Maria is real stereotype German grandmother, who likes to go out with her husband or grandchildren to the local shopping mall. She is a neat, conservative person who prefers the practical things in life. She likes pretty flowers but because of her budget she only buys flowers or traditional plants which are long lasting. She also likes product promotions and products in sale. For some time she has a Facebook account. About once a week she gets in contact with distant relatives via this social network. Furthermore, she likes to search for company's product promotions and discount coupons. Besides, she loves to search on the internet for inspiration matching with her</p>	<p>1.</p> 
--	--

interests.	
<p>Name: Nicole</p> <p>Gender: female</p> <p>Age group: 25 - 39</p> <p>Profession: part-time secretary</p> <p>Income: average income</p> <p>Interests: family, fashion, trends, the beautiful things in life, active holidays, friends.</p> <p>Social media: Facebook, Pinterest, Twitter</p> <p>Description: Nicole is engaged, pregnant and has a part-time job. This way she can in the future spend her afternoons with the kids. Nicole likes the beautiful things in life, is obsessed by fashion and trends, and likes active holidays. For all these interests she likes to get inspiration from her social networks. She likes to buy flowers every week to make her home cosy. Nevertheless when she comes across discount promotions, she gets advantage out of it. As a modern mom she checks her social media almost every day.</p>	<p>2.</p> 
<p>Name: Sophie</p> <p>Gender: Female</p> <p>Age group: 40 - 65</p> <p>Profession: (retired) housemother</p> <p>Income: above average - high</p> <p>Interests: the good life, shopping, nature, elegant fashion, luxurious products, cooking.</p> <p>Social media: Facebook and Pinterest</p> <p>Description: The biggest part of her life, Sophie has been a housemother. Recently her youngest son left the house. Sophie is a traditional and elegant lady which looks at details and the finer things in life. At her home everyone can see she likes nature. Furthermore she is interested in haute couture and luxurious product which makes life a bit easier. On her iPad she looks on Facebook and Pinterest for luxurious products and inspiration for her home and garden.</p>	<p>3.</p> 

Name: Christa Gender: female Age group: 30 - 45 Profession: fulltime nurse Income: average Interests: family, family vacations, spending time with female friends, work, cosy interiors, romantic dinners, health. Social media: Facebook and Twitter Description: Christa is a fulltime working, married mother of two teenage kids. Family and friends are the two most important things in her life. She likes to make her home cosy and tries to make it comfortable to everyone. Because of her busy life she does not have a lot of time for internet and social media. However, every morning before work she checks twitter. In the weekends she is actively searching on Facebook for the latest trends and interesting news. Because, having a family is expensive enough, she likes finding discount coupons or product promotions on the internet or social media.	4. 
---	---

As stated above, Primaflora has four segments in its target group. The four segments are significantly different from each other and have different interests. However, they have in common that they like flowers and are all using the internet and social media. Furthermore, it is important to note that besides this target group, there are also other people who buy flowers. These people mostly buy flowers for special events, such as Christmas or Valentine's Day. These people are also important for the company, but not its main target group.

Below an answer to the sub-question, *'what is the online and offline behaviour of the target group?'*, will be given.

4.2.1 Offline Behaviour Target Group

Currently, most of Primaflora's customers are the people who also visit the Globus supermarket. After doing the groceries, a small percentage of the Globus customers visit a Primaflora store.

Primaflora's target group can be further divided into two groups. Namely, the customer who mainly buys flowers for a special occasion and the customer who buys on a regular basis.

The people who buy flowers for special occasions are often searching specific products. For instance, on Valentine's Day people want to buy red roses. On the other hand, people who

visit Primaflora on a regular basis, are often not searching for specific products. Most of these customers look for special offers. They like to buy flowers for a profitable price.

4.2.2 Online Behaviour Target Group

The most time on the internet is spend searching for something with the use of search engines. 83% of the German internet users, use search engines on a monthly basis. 46% of the internet users spend most of their time on online communities. A remarkable fact is that only an average of 6 minutes are spend for online shopping. (Ard-Zdf Online Studie, 2013)

According to a survey from TNS Infratest, the use of portable devices in 2013 are highly increased. 56% of the people in the age group 30 till 39 use mobile devices against 42% of the people between 40 and 49. From the individuals of the age group of 50 years and older, respectively 15% owns a mobile device.(Emarketer, 2013)

The most popular online activities among German internet users is finding information on the internet. 75% of the internet users searches online for information about goods and services

76% of the online individuals in the age group 30 till 49 is active on social media. Remarkably, internet users in the older age groups increasingly started to become active at one or more social communities. When nearly 60% of the users between the ages of 50 and 64 were active on social media, in 2013 around 68% is member of at least one social service. Even more remarkable are the increasing numbers of social media users 65 years and older. In 2011 merely 40% of the internet users in this age group were active on social media. However, these numbers increased drastically to 66% in 2013.(Bitkom, 2014)

Almost all people within Primaflora's target group are active on the internet. They search the internet, on tablet, pc or smartphone, for product and company information, trends, and also inspiration. Furthermore, three of the target segments likes to find product promotion and discount coupons on social media. For target segment number 3, these promotions are not very important. Her segment prefers to search the internet and social networks for inspirational trends, which are applicable at home.

4.3 Competitors Analysis

In order to obtain a clear view of Primaflora's competition, an answers to the following sub-questions will be given:

- *Who are the direct and indirect competitors?*
- *In what way is the competition active in the online world?*

This chapter will cover Primaflora's direct and indirect competitors and their activities on the internet and social media.

Because Primaflora's flower shops are wide spread throughout Germany, it is challenging to locate al its direct competitors. However, for this report it is more relevant to obtain information about their main online activities, rather than where they are located.

To locate the direct competition through web, the following search terms on Google, Twitter, Pinterest, Instagram, and Facebook are used:

- | | |
|-----------------|-----------------|
| - Blumen | - Blumenversand |
| - Pflanzen | - Flowershop |
| - Schnittblumen | - Blumenstrauß |
| - Floristik | - Geschenke |

After research on Google and the most popular social networks , it can be can be concluded that most of the direct competitors are not very active in the online world. Most of these flower shops have a website. However, most of these websites are not up to date and appear to be outdated.

Most of the competitors appear in the search results on Google. Nevertheless, they only appear in the search results when very specific search terms, such as flower shop plus the place where the shop is located, are used. For instance, flower shop Berlin. Even then, most of the shops only appear at 'the bottom' of the Google ranking list.

Furthermore most of Primaflora's competitors are not active on social networks. However, some of these flower shops do have an Facebook page. Though, despite the fact some flower shops have a Facebook page, most of these pages are not regularly updated. Most also do not have a lot of followers or likes.. Besides, having a Facebook page, research has shown almost none of the direct competitors is active on other social networks. Only a handful of flower shops has a Twitter account. However, at this social network there is also a lack of content and regular updates.

Despite the fact, Primaflora's direct competition is not or not very active on the web, its indirect competitors are abundantly present on both the web and social media. In order to define the indirect competition, the same search terms, mentioned above, are used on the Google search engine and social networks.

The main indirect competitors are:

- | | | |
|----------------------|--------------|-------------------|
| - Fleurop | - Blume2000 | - Miflora |
| - Frederiques choice | - Floraprima | - Blumenonline.de |
| - Euroflorist | - Blumen.de | - Floridee |

The indirect competitors mentioned above are all popular web shops in Germany. However, most of them work together with local flower shops and are therefore extremely relevant for Primaflora. At their websites the customer can order flowers or plants and either pick them up at their local flower shop or have them delivered at home.

All of the indirect competitors have regular updated websites and excellent search engine results. They also have special versions of their websites for mobile devices. All of the companies mentioned above appear on the first page of Google's search results. Their websites appear on top of the Google ranking list, mainly, because of excellent and regularly updated SEO activities. Furthermore, all of the direct competition is also active in the field of Search Engine Advertising. This way their advertisement appear on top or at the right side of the Google page. Through SEO and SEA these companies will always appear before the other local flower shops.

Predictably, all indirect competitors are also present in the world of social media. Most of them have a regular updated Facebook page with a reasonable amount of likes and followers. Partly, they have more followers and likes because of regularly updating their Facebook pages with new content. However, it should be considered that all of the direct competitors are operating in the entire country or even internationally. Therefore, it has become easier for them to generate many followers and likes.

Surprisingly, most of the indirect competition is not very active on other social networks. Few have Twitter accounts and even less social media pages such Instagram, Pinterest, or Stayfriends. Remarkable is that despite the fact Google+ is a popular Network in Germany, almost none of the companies, mentioned above, have a Google+ page. On the other hand, almost all companies do have a LinkedIn page.

4.4 Online Media Analysis

Website:

The main goal of every website is to generate a steady stream of traffic. However, in order to keep the traffic flowing, it is important to have a user friendly website with relevant and regularly updated content. (Yola, 2013) Below, the key factors to a traffic generating website are stated.

Primaflora's website is one of the best opportunities to make a lasting impression to its customers. Therefore, it is of high relevance visitors of the website immediately understand the main purpose of the website. It is important to communicate the company's main purpose on the homepage. This message should be clear and simple that all visitors can understand. Besides the fact, visitors will understand the purpose of the company's website, it will also help search engines to categorize the website for the right keywords and phrases. (Yola, 2013)

In addition to communicating the main purpose of a website, it is also important to have a user friendly website. A good website will stand or fall with its navigation. Therefore, visitors should immediately see where to find relevant information on the website. The most common way to achieve is, is to include navigation tabs and organize them in a logical and structured way. (Yola, 2013)

Furthermore, it is all about conveying relevant content to the visitors and making clear what the company has to offer. Also the content should be displayed in a simple and clear way.

SEO

To generate constant traffic it is important the Primaflora website can be found on major search engines. Below several ways to improve SEO results will be given.

Firstly, it is of high relevance to include Meta keywords, Meta descriptions, and title tags to the website. Search engine use these to catalogue and rank web pages. A title tag should be placed at the top of each page to identify the website's overall content. Because Meta descriptions are often used by search engines to describe a website in the search results, an accurate Meta description should be written. Furthermore, it is of great importance to include Meta tag keywords to every page. These reveal the most important keywords of the website to search engine spiders. Note: the googlebot does not look at keyword meta tags. When optimizing for Google, other ways of SEO, such as keywords should be used. (Wikihow, 2014)

The golden rule for excellent SEO results is to place keywords strategically throughout the website's content. Therefore, it is essential to add keywords, as many as possible, to the home page and other pages with important keywords. The focus should be placed upon areas of the website that register well with search engines. This includes bold headings. Furthermore keywords in the anchor text to describe links, the domain name, and title and meta tags should be embedded. (Wikihow, 2014)

Moreover it should be attempted to create a theme throughout the website's content. This because search engines tend to look for a theme or common topic on a website in order to deliver relevant results for the users of search engines. (Wikihow, 2014)

Another important factor in SEO optimization is the proximity of keywords on the website. Therefore, keywords should be placed as closely together as possible. However, sentences should remain clear and easy to read for website visitors. Equally important is the keyword density. The percentage of keywords, compared to the rest of the text, should be higher. In other words, the greater this percentage, the better SEO results will be. (Wikihow, 2014)

Incoming and back links are also a perfect way to improve SEO results. All major search engines rank web pages based on the number and quality of links that point to the website. Therefore, every website should include these links on every page. This can be performed in the way of displaying the sitemap on every page. (Wikihow, 2014)

Lastly, it is crucial to validate the HTML code of the website. When a HTML code contains errors, it may occur search engines do not display the entire website in their search results. This mainly occurs because search engines can consider text of the content as a part of the HTML formatting. (Wikihow, 2014)

Social Media

Nowadays, social media has become an essential part of marketing for most businesses. Through social media companies now have the ability to reach out to their target group and communicate with them on a personal level.

The most important reasons to have social media pages as a business are increased exposure and traffic, the development of fans, generated leads, improved SEO, reduced marketing expenses, improved sales, increased brand awareness and marketplace insights. Furthermore, social media will help to be found, establish a stronger brand, share knowledge, obtain customer insights and most importantly interact and receive customer feedback.

4.5 Summary of Opportunities and Threats

In order to obtain a clear overview of Primaflora's opportunities and Threats, below a table with opportunities and Threats is depicted. Every opportunity and Threat from the table will be explained.

Opportunities	Threats
<ul style="list-style-type: none"> * Many potential customers from Globus * More people reach age of target group * Many special occasions and holidays in which flowers play a big role * Primaflora only sells fair products * Target group uses internet/social media * High visitors rate Facebook company pages * Almost no social media usage direct competition and outdated websites 	<ul style="list-style-type: none"> * Excellent websites and online platforms indirect competition * Social media indirect competition is up to date with a lot of content * Excellent SEO/SEA performance indirect Competition * Indirect competition works together with local florists

Opportunities:

Every Globus supermarket has over 20.000 customers every month. All Globus visitors walk by the Primaflora flower shops. This can be a great opportunity for Primaflora to attract new customers into the shops.

Like many other countries, Germany has an aging population. People with the age of 50 years and older are increasing in numbers. Whilst at the same the young age groups are decreasing. Since, Primaflora's target group consists out of people from middle and older age groups, this aging population is a great opportunity.

Germany has a lot of national holidays and special occasions in which flowers play a big or special role. These holidays and occasion can be used as an opportunity to sell Primaflora products. Moreover, these days can be used for Promotions.

Nowadays, CSR plays a big role in the minds of the consumers. This can be an opportunity for Primaflora, while the company only sells fair products.

Primaflora's target group uses the internet and socials media. This can mean that there are opportunities to reach potential customers through the online world. At the same time Facebook business pages are increasingly popular by Facebook users and visited by many.

Lastly, a great opportunity is that most of the direct competition has outdated websites. Furthermore, most of the direct competition does not use or poorly use social media.

Threats:

The biggest threat for Primaflora will be the indirect competition. Most of these indirect competitors have excellent websites and extensive online platforms. Despite the fact they are not active on all popular social networks, they put a lot of effort in the ones they are active in.

The indirect competition regularly updates its social media accounts and provide the online community with a lot of interesting content. Probably because they have more resources, compared to small companies, they can create and post a lot of content. Therefore, it will become a huge challenge for Primaflora to create and post original content on its social networks. When Primaflora's lacks original content, it might happen German online and social individuals lose their interest in what Primaflora has to offer.

Besides the facts mentioned above, indirect competitors perform well on the Google SEO ranking list and most of them even display ads next to the search results. This could be a great threat for Primaflora's SEO position in Google's SEO ranking list. Another threat could be that the indirect competition works together with the direct competition (local florists). For instance, many local florists have an agreement with organisations such as Fleurop. People can online order their flowers at Fleurop and pick them up or have them delivered by their local florists.

4.6 SWOT Matrix

In order to obtain a clear overview of Primaflora's strengths, weaknesses, opportunities and threats, below a Swot-matrix is depicted.

Strengths	Weaknesses
S1: Already a website (externally administered) S2: Google keywords already available S3: A lot of free content on the web S4: Designer for new content available S5: Primaflora employees can be used for (online) promotional activities	W1: Small marketing department W2: Website externally administered W3: Lack of (online) brand awareness W4: Poor use of keywords on website W5: Irrelevant keywords on website W6: Poor SEO results
Opportunities	Threats
O1: Many potential customers from Globus O2: More people reach age of target group O3: Many special occasions and holidays in which flowers play a big role O4: Primaflora only sells fair products O5: Target group uses internet/social media O6: High visitors rate Facebook company pages O7: Almost no social media usage direct competition and outdated websites	T1: Excellent websites and online platforms indirect competition T2: Social media indirect competition is up to date with a lot of content T3: Excellent SEO/SEA performance indirect competition T4: indirect competition works together with local florists

5 Analysis

Based upon the Swot-matrix, depicted in chapter 4.6, a confrontation matrix is created. Based upon this matrix, several strategic choices will be outlined.

5.1 Confrontation Matrix

CoMa		Opportunities							Threats			
		O1	O2	O3	O4	O5	O6	O7	T1	T2	T3	T4
Strengths	S1					+		+	-			
	S2							+			+	
	S3			+		+	+	+	-	-		
	S4			+		+	+	+	+	+		
	S5	+		+		+	+		+	+		O
Weaknesses	W1			-		-	-	+	-	-	-	
	W2			-		-		+	-	-	-	
	W3	+	+	+	+	+	+	+	-	-		+
	W4					-		+	-		-	
	W5					-		+	-		-	
	W6					-		+	-		-	

5.2 Strengths Versus Opportunities and Threats

As mentioned before, Primaflora already has a company website. According to previous research, the target group is active on the internet. Therefore, Primaflora needs to attract its targeted customers to its website. A major benefit is that most of the direct competitors have outdated websites. When people on the internet search for flower shops, Primaflora will look more appealing to customers than the direct competition. However, the indirect competition have excellent websites and online platforms with a lot of content. To be certain Primaflora will be noticed between these website, the company website should be updated with relevant content and changed to a user-friendly online environment.

The Primaflora website already contains a lot of google keywords in order to be found by search engines. Because of the poor and outdated online performance of the direct competition, this will be a great advantage for Primaflora to be found first. Nevertheless, the indirect competition has a perfect SEO performance and appear in search engines above Primaflora. The company should improve its SEO performance.

A great opportunity for Primaflora is the fact that there is a lot of free content available on the web to use for its website and social media. In addition, there is also a designer which can create new and original content. This way, a lot of content, relevant for all different holidays and special occasions can be created. Again the direct competition does not have this opportunity. This puts Primaflora in an advantageous position. The direct competition also has also a lot of content on its websites. However, they mainly operate online. Primaflora, also operates offline. This way it can inspire people both in the stores and on the internet.

Subsequently, Primaflora employees can promote the company brand, both online and offline. Because many Globus customers walk by the flower stores, the employees can promote Primaflora face to face and inform them about the company's online activities. The indirect competition works together with local florists. This can be a threat for Primaflora. However, Primaflora is one company and will be very consistent in its online and offline communication. The competition is not that consistent because local florist have outdated websites. This way their communication to the customer can be different from what the indirect competition, with which they cooperate, communicates to the customer.

5.3 Weaknesses Versus Opportunities and Threats

Since Primaflora only has a small marketing department, it is a huge challenge to perform all marketing activities. Therefore, the marketing department should closely work together with all involved employees. Furthermore, it is essential to plan all marketing activities and produce clear plans of action and time schedules. This in order to gain the most benefits of all flower moments during German holidays and special occasions. Primaflora, should also look at the indirect competition's activities and learn from it and even do similar things in Primaflora's own style.

Primaflora lacks, both online and offline, brand awareness. Mainly, only the Globus customers know Primaflora and other potential customers do not. Therefore, the company should focus on flower moments and create ways to obtain consumer attention. Primaflora should obtain consumer attention both in the stores and on the internet. Also special promotions should be launched in order to further expand brand awareness and to create Primaflora fans.

The fact that the company website is externally administered can be a great advantage. However, this can also be a disadvantage. Communications towards the designing company can go wrong and mistakes could happen. Therefore, the marketing department should be very clear in its communication towards the designing company. When communication from both sides is clear, an externally website is a great advantage and saves a lot of time.

Despite the advantage that the company website already has keywords, SEO performance can be improved. The website contains numerous irrelevant keywords and correct keywords are poorly used. Primaflora should start to delete the irrelevant keywords from the website and add relevant keywords. This way it can become possible to improve SEO rankings and to appear on top of search engine results.

6 Strategy

This chapter covers the strategy for Primaflora's to follow. The strategic choices are divided in sub-chapters regarding the Primaflora website, social media, and both online and offline promotional campaigns.

6.1 Primaflora Website

Before Primaflora starts with actively increasing brand awareness and promotion campaigns, it is of great importance its website is up to date, has relevant and inspiring content, and has an excellent SEO performance.

Firstly, the designing company, which administers the website, needs to be instructed to improve the website's SEO performance by adding relevant keywords and deleting the irrelevant keywords. It is essential that Primaflora stands out when people search for flowers, gifts, weddings and everything that is relevant for Primaflora.

Since mobile internet usage is increasing, the website will also be made ready for smartphone and tablets.

Furthermore, it is of high importance the website contains relevant, inspiring and for the customer interesting content. Therefore, the Primaflora website will focus on three main elements. Namely, gifts, weddings and funerals. Subsequently, the content on the website will be based on all flower moments throughout the year.

The company's designer will create content for the website. It is also important for the marketing to closely follow fashion blogs about flowers and plants and anticipate to these blogs. Moreover, also the indirect competition should be followed, in order to not miss out on new trends.

6.2 Social Media

Social media is an highly important part of Primaflora's online goals and certainly can help to obtain customer attention. Therefore, social media business pages on Facebook, Twitter, Google+ and Pinterest will be created. In Appendix III a complete overview of all possibilities on social media are stated. Also reasons why Facebook, Twitter, Google+ and Pinterest are the best options for Primaflora are mentioned.

Also for the Primaflora social media pages it is important to obtain and post a lot of content before creating social accounts. In the beginning people are not loyal to these pages. When there is not enough content, people will leave the pages and will not return.

The social media pages will be used for several of Primaflora's online goals. Firstly, it will be used to communicate all ins and outs about the company. Secondly, Primaflora will use social media to focus on Germany's holidays and special occasions. This in order to inspire people and to convince them these moments are perfect flower moments. Furthermore, it is important to not only post commercial content, but also to post inspiring and interesting trends. Lastly, social media will be used to support Primaflora's promotional campaigns. On the one hand these campaigns will help to increase the company's online community and on the other hand social media will help to attract customers to the stores.

6.3 Promotional Campaigns

In order for Primaflora to increase brand awareness and customer numbers, the company needs to convince people to visit the stores. Therefore, promotion campaigns will be created. In the beginning two campaigns will be created.

The first campaign will be about finding a golden rose. On several locations, in the neighbourhood of Primaflora shops, a golden rose will be placed. When people find this rose, they win a free bouquet of flowers for every month of the year. Currently, there are 20 Primaflora flower shops. Therefore, 20 golden roses will be hidden.

The campaign will be communicated online via the website and social media. This way Primaflora can build its online community and obtain traffic to its website. Furthermore, the campaign will be announced in the shops. This will be done by distributing flyers and posters. Primaflora employees will also notice people about the promotion campaign and will try to convince people to search for the golden rose.

After all the roses are found, the second campaign will start. When people buy a product from Primaflora they receive a flyer. The flyers says that customers can win a fully catered tour at the Flower auction Naaldwijk in the Netherlands. In order to participate, the customer has to upload a photo of what they just bought in the store on the Primaflora Facebook page. From every 100 participants, one winner will be chosen.

This second campaign will also serve to increase Primaflora's online community, its brand awareness and customer numbers. Moreover, it will serve as a way to attract new customers. This campaign will communicated offline in the shops through flyers and posters. Furthermore, it will be communicated on the website and social media.

Besides these two promotional campaigns, Primaflora will also focus on national holidays and special occasions. For every holiday special flowers or plants will be highlighted in the shops, website and social media. For instance, for Valentine's Day red roses will be highlighted.

Furthermore, the stores will mainly focus on flowers as gifts. It will be communicated that flowers are the perfect gift for every occasion. To stimulate the idea that flowers are gifts, Primaflora will introduce flower subscriptions. With a flower subscription people can have flowers delivered to their loved ones, friends and family for a specific period of time. For instance, a son buys his mother a subscription for 6 months. Then his mother will receive a nice bouquet once a month during half a year. On the website people can order and compose their own bouquets. Here they can also decide when the flowers will be delivered.

In addition, every week there will be a product promotion. This will be named 'Catch of the Day'. Every week there will be a product which people can buy with a discount. This way people will be stimulated to visit a Primaflora store every week. With this product promotion, Primaflora will also communicate its CSR to the customers and notice them about the fact that the company only sells fair products. The Catch of the Day will be communicated both online and in the stores. In the stores special presentations for these products will be created.

In order to obtain and maintain a clear overview of all promotions and activities, the creation of a content calendar is essential. With this content calendar the Marketing department can carefully plan and execute all activities. The calendar also helps to keep track of all online and offline communication and to keep all communication the same. An example of such a calendar can be found in Appendix IV.

7. Conclusion

In order to reach Primaflora's goals an answer to central research question, "What is the best online strategy for Primaflora to create valuable customer relationships in Germany?", is essential. Firstly, a short summary of the results from the sub-questions will be stated. Afterwards, an answer to the main question will be given.

7.1 Summary of Analysed Results

As mentioned earlier in this report, Primaflora is already active in the online world with its website. This website is externally administered, which is very positive because the lack of resources at the marketing department. However, the Primaflora website is quite outdated and traffic to the website has stagnated. Furthermore, a lot of improvements can be made to

the website, its keywords, and SEO activities. Primaflora has no business pages on social networks.

There is only a small marketing department available to perform all online and offline marketing activities for Primaflora. Therefore, it will be a huge challenge to be successful in the execution of the execution of Primaflora's marketing activities. However, a lot of time can be saved by the external administered website, the availability of a designer and a lot of free content on the web. Nevertheless, clear communication towards external parties is essential to avoid errors and mistakes.

Primaflora mainly focusses on its target group, women between 25 and 70 years old. However, when occasions occur it will also focus on other customer groups. Most people of Primaflora's target group are actively using the internet and social media. Many of them search for product or company information, inspiration and discount promotions on the internet.

The majority of the direct competition has a website. However, most of these websites are outdated and only contain company information such as operation hours and location. On the other hand, Primaflora's indirect competition is significantly present in the online world and social media. Primaflora can learn a lot from the indirect competition.

7.2 Answer Central Research Question

"What is the best online strategy for Primaflora to create valuable customer relationships in Germany?"

Nowadays, it has become highly important for companies to present their brand online. An online brand is as important as any other form of branding and its importance will increase every day. Primaflora's main goal is to obtain and increase brand awareness through the internet. However, only promoting Primaflora online will not guarantee success. Therefore, a combination between online and offline marketing activities is essential.

To obtain and retain customer attention, online platforms and social media pages need to be created. The purpose of these platforms will be to provide the customer with inspiration, added value, company information, and to support promotional campaigns. Moreover, an updated, content rich, and user-friendly website is essential to obtain and retain traffic.

To increase brand awareness and to create valuable customer relationships, Primaflora will create two big promotional campaigns. These campaigns will be online and offline communicated through several information channels, such as flyers, social media, and the

website. With these promotions Primaflora will attract customers to the stores and increase brand awareness.

Furthermore, Primaflora will establish and improve valuable customer relationships by thinking with the customer and provide for gifts and flowers for every holiday and occasion. The company will focus on flower moments for every occasion. All information about these flower moments will be published on the website, social media, and in the stores through posters and flyers. Moreover, Primaflora employees will advise customers and try to convince them that Primaflora products are perfect presents for every moment. Besides presents, Primaflora will also offer a 'Catch of the Day' to stimulate customers to visit Primaflora every week.

Primaflora only sells fair products. To make the customer aware of this, the company will label all products with information about this. This way the company will inspire people to buy fair and eco-friendly products. A separate page on the website will be dedicated to CSR for the customers who are interested.

In conclusion, Primaflora will establish valuable customer relationships by a combination of online and offline activities in order to inspire people and provide the customer with flowers for every moment. With the activities mentioned above, the company will attract the customer to the flourishing world of Primaflora.

7.3 Recommendations

The main goal for creating an online presence is to increase brand awareness, establish valuable customer relationships and eventually create fans. This with the objective to eventually increase customer numbers.

To reach this goal, below an overview of recommended actions are stated. In Appendix V a complete and more detailed overview per medium can be consulted.

Firstly, before the company starts to promote itself online, it is essential to have an optimally functioning and content rich website. The website should be updated with relevant and inspiring content about the company, flowers and gifts, and moments for flowers. Moreover, it is essential to improve the website's SEO performance.

Once a well performing website is a fact, it is recommended to create social media business pages on the social networks mentioned earlier in this report. Again it is essential to provide for enough content on these social business pages. It is recommended to gather content for at least two weeks before starting with social media marketing. Furthermore, it is essential to

provide for mixed content. For instance, not only information about the company and its promotions, but also information about flower moments and inspirational content.

To maintain a complete and clear overview of all content, it is highly recommended to create a content calendar. With this calendar, publishing and posting content can be strategically planned.

Furthermore, it is recommended that the promotional campaigns will be communicated both online and offline. Besides this, it is important to have one promotional campaign at a time. Also information about CSR and the Catch of the Day should be promoted both online and in the flower stores. It is advisable to create a promotions calendar. This should be corresponding to the content calendar.

Lastly, it is important to remember that all information flow, both online and offline, must correspond and should be kept in same style. Moreover, it is essential to clearly inform and instruct all responsible parties and employees to ensure success and to avoid miscommunications.

References

- Ard-Zdf Online Studie. (2013). Internetnutzer in Deutschland 1997 bis 2013. [Internet Usage in Germany 1997 until 2013]. Retrieved on May 3, 2014 from the Ard- ZDF Web Site; <http://www.ard-zdf-onlinestudie.de/index.php?id=421>
- Bitkom. (2014). Soziale Netzwerke – dritte, erweiterte Studie. [Social Networks – third research case]. Retrieved on May 5, 2014 from the Bitkom Web Site; http://www.bitkom.org/de/markt_statistik/64018_77778.aspx
- Bundesministerium Justiz und Verbraucherschutz. (2014). Gesetze im Internet [Legislation about Internet]. Retrieved on September 2014 from the Bundesministerium Justiz und Verbraucherschutz Web Site; <http://www.gesetze-im-internet.de/index.html>
- DSL Web. (2014). Internet & Telefon. Retrieved on September 20, 2014 from the DSL Web Site; <http://www.dslweb.de/breitband-report-deutschland-q2-2014.php>
- EC.Europa. (2013). Germany: Internet usage and digital skills. Retrieved on May 3, 2014 from the Web Site of the European Commission; https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/DE%20internet%20use_0.pdf
- Emarketer[1]. (September 23, 2013) Mobile Device Usage on the Rise in Germany. Retrieved on May 4, 2014 from the Emarketer Web Site; <http://www.emarketer.com/Article/Mobile-Device-Usage-on-Rise-Germany/1010236>
- Emarketer[2]. (August 19, 2013) Social Networks Make Strides in Germany. Retrieved on May 5, 2014 from the Emarketer Web Site; <http://www.emarketer.com/Article/Social-Networks-Make-Strides-Germany/1010143>
- Emarketer[3]. (November 5, 2013) Social Media Makes Strides in Germany. Retrieved on May 6, 2014 from the Emarketer Web Site; <http://www.emarketer.com/Article/Social-Media-Makes-Strides-Germany/1010358>
- Gtai. (2014). German Trade and Invest – Infrastructure. Retrieved on September 20, 2014 from the Gtai Web Site; <http://www.gtai.de/GTAI/Navigation/EN/Invest/Business-location-germany/Business-climate/infrastructure.html>

Huffington Post. (April 24, 2013). 7 Highly-Effective Ways to Maximize Your Online Brand Presence. Retrieved on May 11, 2014 from the Huffington Post Web Site;

http://www.huffingtonpost.com/r-kay-green/online-brand-presence_b_3140951.html

Learn German Language. (2014). German Flowers. Retrieved on September 20, 2014 from the Learn German Language Web Site;

<http://www.learn-german-language-online.com/german-flowers.html>

Luna Metrics. (May 30, 2013). The essential Google Adwords starters guide. Retrieved on June 7, 2014 from the Luna Metrics Web Site;

[http://www.lunametrics.com/blog/2013/05/30/google-adwords-starter-guide/#sr=q&m=o&cp=or&ct=-tmc&st=\(opu%20qspwjefe\)&ts=1403431115](http://www.lunametrics.com/blog/2013/05/30/google-adwords-starter-guide/#sr=q&m=o&cp=or&ct=-tmc&st=(opu%20qspwjefe)&ts=1403431115)

Marketingland. (February 13, 2014). Beyond Social: The Benefits To Google+ For Business. Retrieved on June 10 from the Marketingland Web Site;

<http://marketingland.com/beyond-social-benefits-google-business-73460>

Ost Thüringer Zeitung. (April 26, 2012). 20 000 Kunden kaufen jede Woche bei Globus Gera ein. [20.000 customers buy every week at Globus Gera]. Retrieved on September, 2014 from the Ost Thüringer Zeitung Web Site;

<http://schmoelln.otz.de/web/lokal/wirtschaft/detail/-/specific/20-000-Kunden-kaufen-jede-Woche-bei-Globus-Gera-ein-182386544>

Site Trail. (2014). Social Media and Website Analysis. Retrieved on April 29, 2014 from the Sitetrail Web Site;

<http://www.sitetrail.com/primaflora.de>

Social Media Contractors. (February 21, 2014). For Businesses, Pinterest vs. Instagram: Which Makes More Sense?. Retrieved on June 9, 2014 from the Social Media Contractors Web Site;

<http://www.socialmediacontractors.com/for-businesses-pinterest-vs-instagram-which-makes-more-sense/>

Social Mention. (April 29, 2014). Real-time social media search and analysis. Retrieved on April 29, 2014 from the Social Mention Web Site;

<http://socialmention.com/>

- Statista. (2014). Bevölkerung - Zahl der Einwohner in Deutschland. [Citizens – Numbers of inhabitants in Germany. Retrieved on September 20, 2014 from the Statista Web Site;
<http://de.statista.com/statistik/daten/studie/1365/umfrage/bevoelkerung-deutschlands-nach-altersgruppen/>
- Statista[2]. (2014). Bevölkerung in Deutschland. [Inhabitants in Germany]. Retrieved on September 20, 2014 from the Statista Web Site;
<http://de.statista.com/statistik/faktenbuch/338/a/l-nder/deutschland/bevoelkerung-in-deutschland/#>
- Statistisches Bundesamt. (2014). Monthly consumption expenditure of households amounting to Euro 2,310. Retrieved from the Destatis Web Site;
<https://www.destatis.de/EN/FactsFigures/SocietyState/IncomeConsumptionLivingConditions/ConsumptionExpenditure/CurrentPrivateConsumptionLWR.html>
- Trading Economics. (2014). Country List. Retrieved on September 20, 2014 from the Trading Economics Web Site;
<http://www.tradingeconomics.com/country-list/disposable-personal-income>
- Twitter. (2014). Twitter for business. Retrieved on June 8 from the Twitter business Web Site;
<https://business.twitter.com/twitter-smaller-businesses>
- Verdel. (2014). About us. Retrieved on March 28, 2014 from the Verdel Web Site;
<http://www.verdel.eu/pages/eng/about-us/verdels-chain-of-flower-shops.php>
- Vertical Response. (January 7, 2013). Why you need a Facebook page for your business. Retrieved on June 8, 2014 from the Vertical Response Web Site
<http://www.verticalresponse.com/blog/why-you-need-a-facebook-page-for-your-business/>
- We are Social. (February 5, 2014) Social, Digital & Mobile in Europe in 2014. Retrieved on May 7, 2014 from the We are Social Web Site;
<http://wearesocial.net/tag/statistics/>
- Wikihow.(2014). How to optimize your website. Retrieved on June 4, 2014 from the Wikihow Web Site;
<http://www.wikihow.com/Optimize-Your-Website>

Wikihow[2]. (2014). How to advertise locally for free on the internet. Retrieved on June 5, 2014 from the Wikihow Web Site;

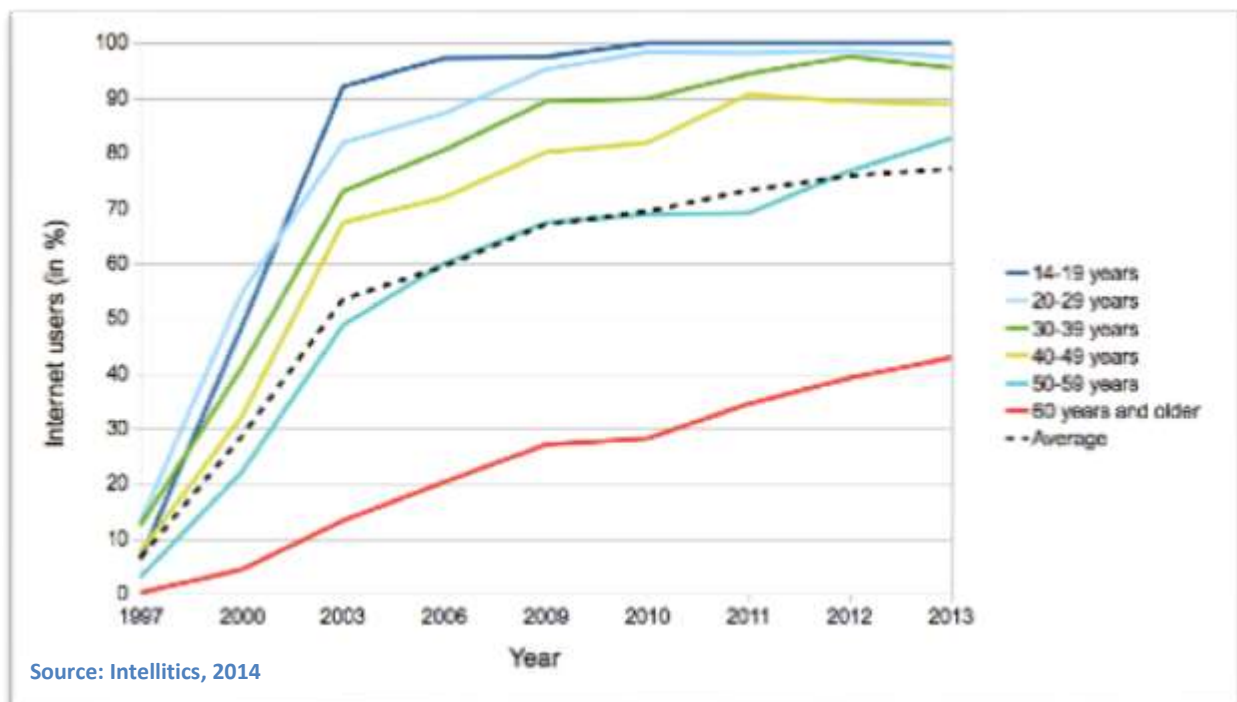
<http://www.wikihow.com/Advertise-Locally-for-Free-on-the-Internet>

Yola. (2013). What makes a good website. Retrieved on June 3, 2014 from the Yola Web Site;

<http://www.yola.com/blog/what-makes-a-good-website/>

Appendix I – Internet Usage in Germany

Firstly, internet usage in Germany was analysed. According to researchers from Ard-Zdf-Online Studies, in 2013, 77.2% of the German population, from the age of 14 years and older, are using the internet on a daily basis. This compared to 75.9% in 2012. In numbers, over 54.2 million German citizens were using the internet in 2013, compared to 53.4 million in 2012. (Ard-Zdf Online Studie, 2013) Therefore, Germany scores, with regular internet usage, above the European average of 70%. (EC Europa, 2013) As depicted in the graph below, also the internet usage of Germans from 60 years and older increased.



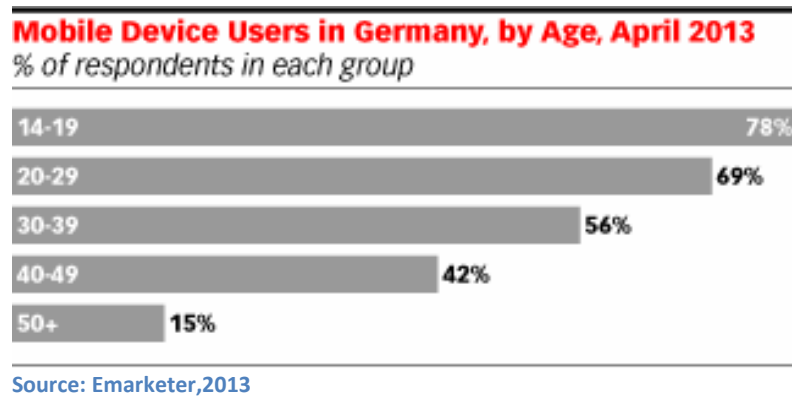
The average daily usage of the internet is 169 minutes per day. A great difference compared to this average are the people from 14 till 29 years old, which use the internet 237 minutes a day. Germans in the age group of 30 till 49 spend 168 minutes a day in the online world. Users over the age of 50 use the internet somewhere between 99 and 120 minutes on a daily basis. (Ard-Zdf Online Studie, 2013)

There is also a slight difference between male and female users. On a daily basis, German men use the internet more than average with 174 minutes, whilst their female counterparts use the internet 163 minutes, which is below average. (Ard-Zdf Online Studie, 2013)

The most time on the internet is spend searching for something with the use of search engines. 83% uses search engines on a monthly basis. Sending and reading emails is an activity of 79% of the German internet users. 46% of the internet users spend most of their

time on online communities. A remarkable fact is that only an average of 6 minutes are spend for online shopping. (Ard-Zdf Online Studie, 2013)

According to a survey from TNS Infratest, the use of portable devices in 2013 are highly increased. As depicted in the graph below, 78% of the German teenagers between the age of 14 and 19 use mobile devices. 69% of the people between 20 and 29 own a smartphone or tablet. As stated in the graph, less people in the older age groups uses mobile devices. 56% of the people in the age group 30 till 39 use mobile devices against 42% of the people between 40 and 49. From the individuals of the age group of 50 years and older, respectively only 15% owns a mobile device.(Emarketer, 2013) These numbers are interesting, but can also be relevant if the company should develop any apps or, for instance, a mobile website.



In conclusion, the most popular online activities among German internet users is finding information on the internet. 75% of the internet users searches online for information about goods and services. This is above the EU average of 62%. Contrary to these high percentages, only 25% of the German entrepreneurs use the internet in order to sell their goods or services.(EC Europa, 2013)

Onlinenutzung

Internetnutzer in Deutschland 1997 bis 2013
mindestens gelegentliche Nutzung, in %

Drucken

	1997	2000	2003	2006	2009	2010	2011	2012	2013
Gesamt	6,5	28,6	63,6	69,5	67,1	69,4	73,3	75,9	77,2
Männer	10,0	36,6	62,6	67,3	74,5	75,5	78,3	81,6	83,6
Frauen	3,3	21,3	45,2	52,4	60,1	63,5	68,5	70,5	71,1
14-19 J.	6,3	48,6	92,1	97,3	97,5	100,0	100,0	100,0	100,0
20-29 J.	13,0	54,6	81,9	87,3	95,2	98,4	98,2	98,6	97,5
30-39 J.	12,4	41,1	73,1	80,6	89,4	89,9	94,4	97,6	95,5
40-49 J.	7,7	32,2	67,4	72,0	80,2	81,9	90,7	89,4	88,9
50-59 J.	3,0	22,1	48,8	60,0	67,4	68,9	69,1	76,8	82,7
ab 60 J.	0,2	4,4	13,3	20,3	27,1	28,2	34,5	39,2	42,9
in Ausbildung	15,1	58,5	91,6	98,6	98,0	100,0	100,0	100,0	100,0
berufstätig	9,1	38,4	69,6	74,0	82,3	82,4	87,0	90,7	89,6
Rentner/nicht berufstätig	0,5	6,8	21,3	28,3	34,7	36,4	45,0	44,7	50,2

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
aktuelle Nachrichten (Geschehen in Deutschland, Ausland)	46	47	45	46	62	69	68	61	59	55
aktuelle Serviceinformationen (Weiter, Verkehr)	38	43	37	42	47	47	51	46	54	55
aktuelle Nachrichten (Geschehen im Bundesland)	-	-	-	-	-	-	-	-	-	48
Freizeitinformationen/Veranstaltungstipps	42	44	40	45	60	43	49	44	46	41
Informationen aus Wissenschaft, Forschung, Bildung	44	44	42	46	44	45	48	39	48	44
aktuelle Regionálnachrichten/-informationen	39	42	38	36	40	47	45	45	51	48
Informationen aus dem Kulturbereich	31	33	36	36	34	35	37	33	37	34
Sportinformationen	31	29	29	32	34	37	36	31	34	36
Verbraucher- und Ratgeberinformationen	35	34	31	38	37	37	33	31	34	33
Unterhaltung, Comedy, Bunte, Boulevard und Promis	-	-	-	-	-	-	22	17	23	20
Unterhaltung, Comedy, Bunte 1)	10	10	7	30	25	25	-	-	-	-
Boulevard und Promis 2)	9	10	10	11	14	17	-	-	-	-
Angebote für Kinder und Jugendliche	-	-	-	-	-	-	20	20	20	20
Angebote für Kinder	15	13	12	16	16	16	-	-	-	-
Angebote für Jugendliche	18	15	15	17	16	15	-	-	-	-
Informationen für Beruf bzw. Ausbildung	-	-	-	-	-	-	51	45	45	43
Informationen zu Wirtschaft und Börse	26	24	21	25	24	32	26	26	26	29

Source: Intellitics, 2014 1

Appendix II – Social Media Usage in Germany

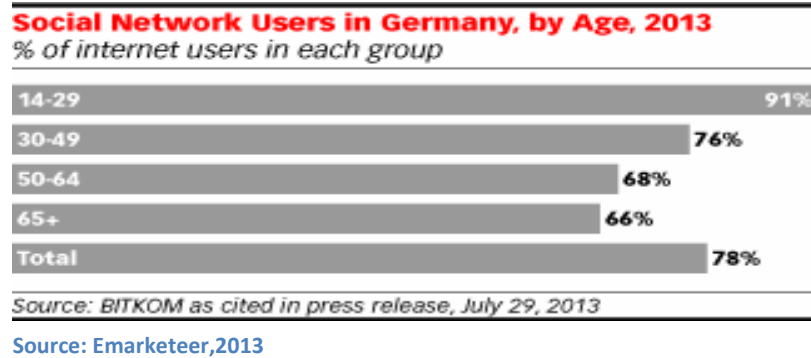
Since social media will be a great part of Primaflora's online strategy, below an analysis of social media usage amongst German internet users is stated. Both social media usage in general and more specific information will be given, such as usage of the most popular social mediums amongst German individuals.

As mentioned earlier in this report, the percentage of German internet users exceeds the European average. However, it took some years before German internet users were ready for social media. For instance, in 2012, only 51.1% of the internet users were active on social media. This is a considerable difference with other Western European online populations, which almost all reached percentages of 65% and over. (Emarketer[2], 2013)

Despite these poor numbers from 2012, numbers of social media usage increased significantly in 2013. Around 78% of the internet users, ages 14 years and older, has one or more social media accounts. Approximately 67% of these internet users are active on their social media accounts. This is equivalent to 37 million active users. (Bitkom, 2014)

Social Network Users and Penetration in Germany, 2011-2017							
	2011	2012	2013	2014	2015	2016	2017
Social network users (millions)	25.7	29.2	32.4	34.7	36.5	38.1	39.4
—% change	20.8%	13.7%	11.1%	7.0%	5.3%	4.5%	3.4%
—% of internet users	46.1%	51.1%	55.6%	58.8%	61.5%	64.0%	66.0%
—% of population	31.5%	35.9%	39.9%	42.8%	45.1%	47.2%	48.9%
<i>Note: internet users who use a social network site via any device at least once per month</i>							
<i>Source: Emarketeer, 2013</i>							

In the age group of internet users between the ages of 14 and 29, around 91% is active on one or more social networks. Moreover, 76% of the online individuals in the age group 30 till 49 is active on social media. Remarkably, internet users in the older age groups increasingly started to become active at one or more social communities. When nearly 60% of the users between the ages of 50 and 64 were active on social media, in 2013 around 68% is member of at least one social service. Even more remarkable are the increasing numbers of social media users 65 years and older. In 2011 merely 40% of the internet users in this age group were active on social media. However, these numbers increased drastically to 66% in 2013. (Bitkom, 2014)



In order to obtain a better insight in which social mediums are the most popular amongst German users, below the most used social sites used in Germany are stated.

Unsurprisingly, the most popular social networking site in Germany is Facebook. According to research from Emarketer, nearly 83% of the respondents use Facebook. With almost 52% Youtube is the second most popular social site, followed by XING and Google+ with respectively a usage rate of 33.6% and 27.8%. Stayfriends and Twitter follow with both around 22%. (Emarketer[3], 2013)

According to Emarketer, regional German social networking sites were very popular amongst the German online population. However, since 2013 the popularity of these regional sites are decreasing and users are shifting to global sites such as Facebook and Twitter. Also more image related social networks, such as Pinterest and Instagram are upcoming. (Emarketer[3], 2013)

Social Media Sites Used by Internet Users in Germany, Oct 2013
 % of respondents

Facebook	82.7%
YouTube	51.8%
XING	33.6%
Google+	27.8%
StayFriends	22.6%
Twitter	21.9%
wer-kennt-wen.de	16.6%
LinkedIn	12.9%
MyVideo	9.8%
VZ-Netzwerke	8.8%
Instagram	6.6%
Pinterest	6.5%
Flickr	4.2%
Myspace	3.7%
Lokalisten	3.7%
Tumblr	3.2%
foursquare	2.2%
Yappy	1.9%
KWICK!	1.2%
reddit	1.2%
Path	0.7%
Fancy	0.5%

Note: n=589
 Source: Tomorrow Focus Media, "Social Trends – Social Media," Oct 31, 2013
 Source: Emarketeer.2013 1

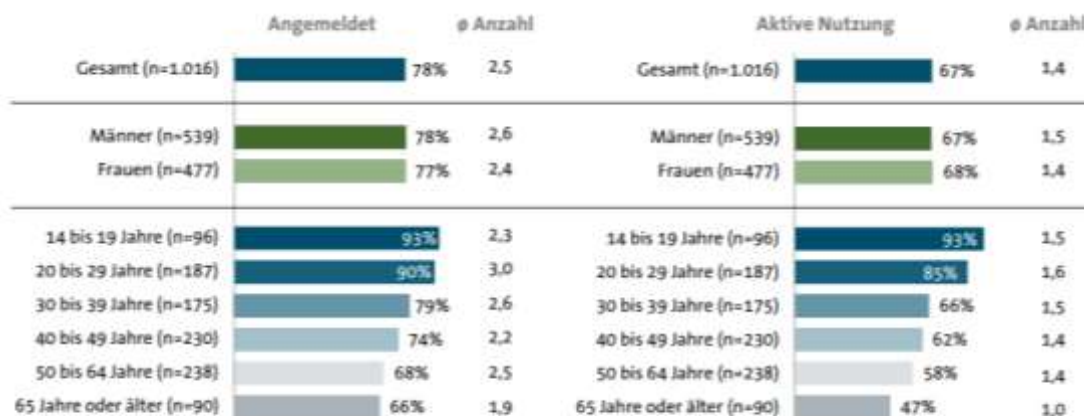
Most social media users mention they plan to stay active on social media. Around 82% mentioned they think to spend as much time on social networking in the future as they do now. Even 12.6% mention to devote even more time to social networking in the near future. Remarkable is that most Facebook members are frequent visitors of the social networking site. Over 25% of the users mentioned they are permanently logged in on the site and another 26.5% said they checked the site multiple times a day. (Emarketer[3], 2013)

Most of the social networking individuals in Germany still access social media sites on a stationary computer or laptop. Accessing social media via smartphones and tablets increases in popularity. Nearly 24% of the social media users accessed a social network with a tablet. (Emarketer[3], 2013)

Remarkably, nearly 65% of the social media users visit Facebook pages of brands and companies. Around 70% mentioned they found valuable information about goods and services on these pages. 13.6% of these Facebook users mentioned they appreciate ads and sponsored stories on Facebook. The main reasons they appreciate these ads and sponsored stories are to learn more about current offers from companies and to find out what their friends like. (Emarketer[3], 2013)

Insgesamt 78 Prozent der Internetnutzer sind in mindestens einem sozialen Netzwerk angemeldet; 67 Prozent sind aktive Nutzer.

In welchen der folgenden sozialen Netzwerke sind Sie im Internet angemeldet? Und welche nutzen Sie auch aktiv?



Basis: Alle befragten Internet-Nutzer (n=1.016)

Source: Bittkom, 2014

Appendix III – Social Media Business Pages

Facebook

According to research, earlier mentioned in this report, Facebook is the most popular amongst German online individuals. Facebook users not only connect with friends on this social network but also post the things they like, show particular interests, and search for information about companies' products and services. Therefore, Facebook has become incredibly interesting for businesses and numbers of Facebook company pages are increasing every day.

Creating and maintaining a Facebook profile is very user friendly and comes with a lot of benefits. It is possible to register all company information on this page, such as a link to the company website, addresses, map routes, phone numbers, visiting hours, and other relevant company information.

Starting a Facebook company page helps to build an online community of persons which is interested in the product or service that company has to offer. The main benefit of this online community is that it will only exist out of people who are interested in a certain company or its product. In other words, these people can be potential customers.

A Facebook presence will also generate and increase brand awareness amongst potential customers. This because every action a user takes will be published on the news feed of its friends and again on the newsfeeds of their friends. For instance, when a person likes Primaflora on Facebook, his or her friends will notice this, probably take a look at the Facebook page, and maybe also like it. These likes can be published on hundreds of person's pages. Therefore, every post a company makes on Facebook is an opportunity to get in front of hundreds of potential customers. (Vertical Response, 2013)

Moreover, it is of high importance for companies to regularly provide fans with inspiring content and update statuses. The average Facebook user is not very loyal and will lose its interest when a company lacks content on its page.

Besides the fact, a Facebook page can serve as a community where people can obtain and like information about a company's brand, it is also a perfect and relatively inexpensive way of advertising. There are two methods of advertising possible on Facebook.

The first method is to promote the business page in order to reach a larger audience. Promoting a business page will increase the numbers of likes and followers. This will have a positive effect on brand awareness and can possibly increase potential customers.

The second way to advertise on Facebook is to promote, for instance, a new product or offer discounts on particular products.

By both methods ads will appear on the left side of the Facebook pages of potential customers. Benefits of starting a Facebook promotion is, a very specific target audience, with specific interests, can be reached. For instance, ads can be created for women between 25 and 35 years old, who live in a particular town, have a university degree, and who like flowers and plants.

Furthermore, Facebook gives the free opportunity to monitor and analyse everything that happens on a company's Facebook page, such as statistics of likes, followers, and visitors. (Vertical Response, 2013)

Twitter

Twitter is a social network where millions of people create, discover and share ideas with others. However, nowadays it has also become an effective way for business to reach out to its potential customers.

Twitter is the ideal network to connect with customers and potential customers. Mainly because Twitter has become a daily routine for its users, it is the a perfect way to reach target groups on a regularly basis and receive valuable information about what people think about companies and their products.

Because Twitter is viral and highly interactive, it is of high importance a business page will be updated regularly. Not only because people like to see new content, but also because many people who use Twitter like to interact with companies on this social network. For instance, when a potential customer asks something about a company's product, it is important that company gives a response the same day. Otherwise the potential customer will lose its interests and will search for a competitor to ask the same question again.

In comparison with Facebook, Twitter does not have any advertising programmes. However, it is still possible to promote products and discounts in tweets. Twitter, again in comparison with Facebook, does not have any rules about advertising in personal messages to people. A company can easily share, for instance, discount coupons in its tweets. However, since Twitter does not have any advertising programmes, it is also not possible to target a specific target audience. For this part, a company is entirely dependent on its followers. Also when starting a Twitter page, the company has to search for followers itself. This can take a lot of time.

Another benefit from using Twitter is, companies can obtain relevant market information for free. With the tool Twitter Search it is possible to obtain information about, for instance, competition and potential customers.

Google+

Despite the fact Google+ is not a very popular social network in Germany, it still should be in every company's social media strategy. Google+ can be used as a social network, but even more important, it can be used to improve search engine visibility.

According to Marketingland, content posted on a Google+ page results instantly in higher SEO rankings. Therefore, Google+ can be used as an effective way to even more improve a company's SEO results and to get potential customers to the company website. (Marketingland, 2014)

Furthermore, people can give companies with a Google+ page ratings and write reviews. This way a company can obtain customer feedback. In addition, when a company obtains enough positive ratings, its SEO ranking will automatically be improved. (Marketingland, 2014)

Furthermore, Google+ can best be compared with Facebook. At Google+ people can also like content and interact with companies. However, the main purpose of Google+ for business is still to encourage people to write positive feedback, in order for them to obtain positive search rankings. (Marketingland, 2014)

Pinterest and Instagram

Pinterest and Instagram are both social networks which focus on images and photos. Users from these social networks are not searching to get in contact with businesses, but rather like to experience what a company has to offer to them. Also getting inspiration from companies on these networks is very important for people who use Pinterest or Instagram.

Both social networks allow companies to show their products, promotions and new ideas. At Instagram a window shop, where all a company has to offer, can be displayed. Pinterest has similar way of displaying products.

Furthermore, both social networks have the same benefits as other networks. It is possible to advertise, to promote products, generate leads to the company website, and build an online community with potential customers. Additionally, the major benefit for these two networks is, marketers do not have to invest a lot of time in these social pages. Because it is all about images and displaying content for inspiration, and not about keeping in contact with the target audience.

Despite the fact Pinterest and Instagram are 'social twins' and attract the similar audience, one should not think they are the same. Businesses often make the mistake thinking they are similar to each other and that it does not matter which one should be used. In fact, Instagram is a network where people appreciate original content, but condemn curated content. On the other hand Pinterest encourages to pin content from other users. Furthermore, Instagram is more business to business oriented, while Pinterest is business to customer oriented. Therefore, companies should consider which social network to use. (Social Media Contractors, 2014)

Appendix IV – Example of a Content Calendar

Social Editorial Calendar									
Topic	Target Audience	Publish Date	Social Media Copy					URLs	Digital Assets
			Facebook	Twitter	LinkedIn	Google+	Slideshare		

Appendix V – Step by Step Online Action Plan

Primaflora Website and Google

Since the Primaflora website and Google are very intertwined, regarding SEO, points of action that need to be taken will be stated together below:

Improve Primaflora's SEO ranking:

- Reconsider Primaflora's major keywords
- Shorten meta tag descriptions which are too long
- Create headings with major keywords
- Include most descriptive keywords in website title, heading tags, and meta description
- Create <H> tags and backlinks
- Rewrite introduction of the website and include a lot of keywords
- Set up RRS feeds and Google alerts for relevant search terms of potential customers

Improve website:

- Rewrite website title and subtitle
- Rewrite introduction
- Deliver interesting content and keep website up to date
- Add social buttons to website

Set up Google+ business page:

- Add company information, such as phone numbers and addresses
- Include map and directions
- Add photos of interior and exterior
- Allow and ask for reviews
- Post hours of operation
- Use local hashtags in in content
- Create a listing on Google places

Social Networks

Firstly, points of action in general, which need to be performed for all social media pages, will be stated. Subsequently, points of action per social network will be specified.

- Gather enough content for at least two weeks of posting
- Create a unified company identity. (Logo and writing style)
- Link all social networks to each other. (Including Google+ for SEO boost)

- Create social media buttons on website
- Register link of website on social networks
- Create Sproutsocial account to manage entire social media presence (Appendix 8)
- Create a content calendar

Create Facebook account:

- Set up as local business page
- Include company details
- Allow and ask for reviews
- Add operating hours
- Use local hashtags in posts, motivate fans to tag and share
- After a week promote Facebook page
- After a couple of weeks start advertising
- Update at least twice every week

Create Twitter page:

- Include company details
- Use local hashtags
- Provide sufficient and original content
- Every day a Tweet
- Follow locals
- Start with promotions when there are sufficient followers

Create Pinterest page:

- Gather enough content
- Use place pins to offer a map to Pinterest users and follow local pinners
- Place company details in image descriptions for SEO boost

Create theme boards. For instance: inspiration, products, promotions, recommended by staff.

Appendix VI – Example Primaflora Social Media Pages

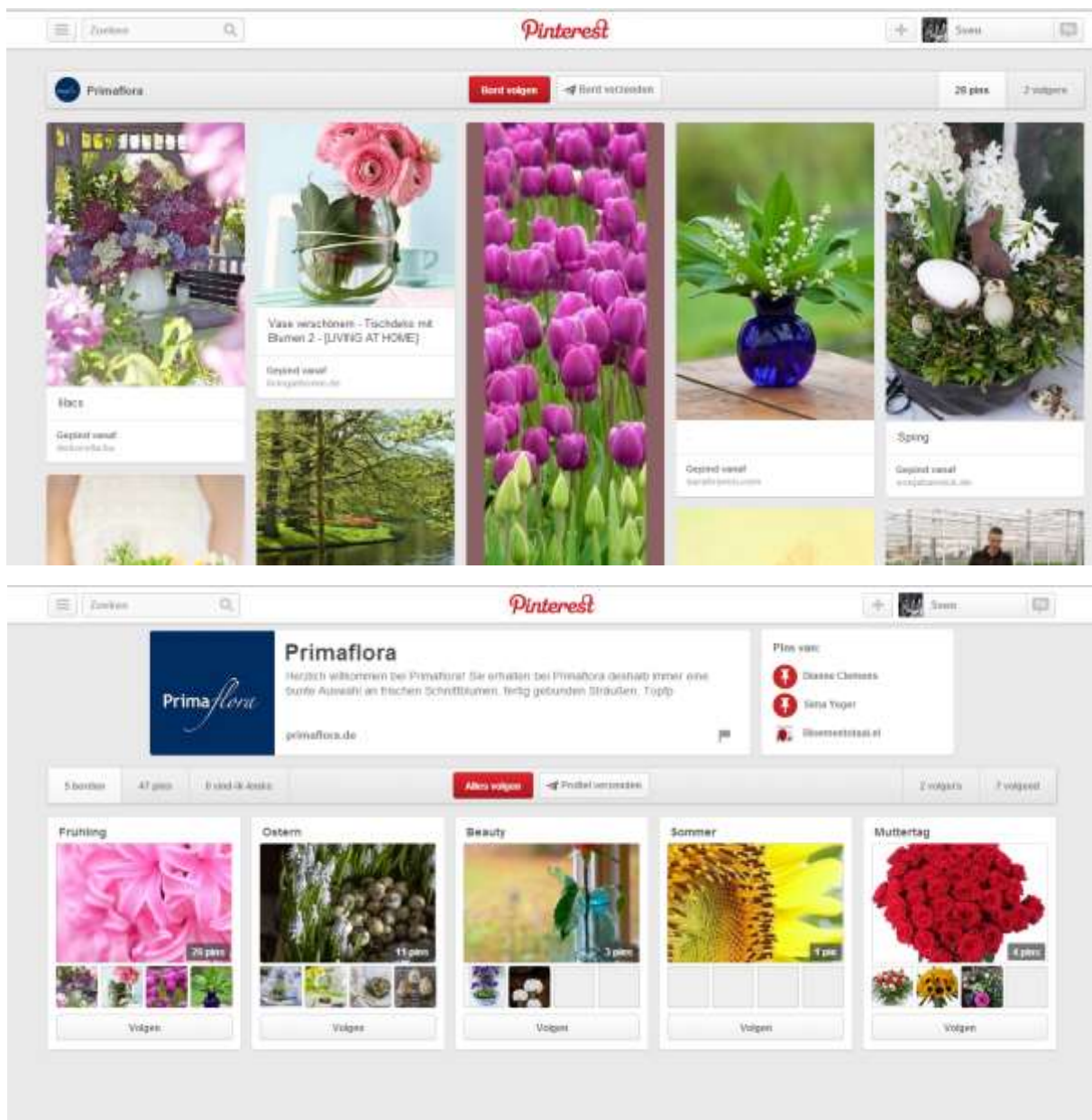
Facebook:



Twitter:

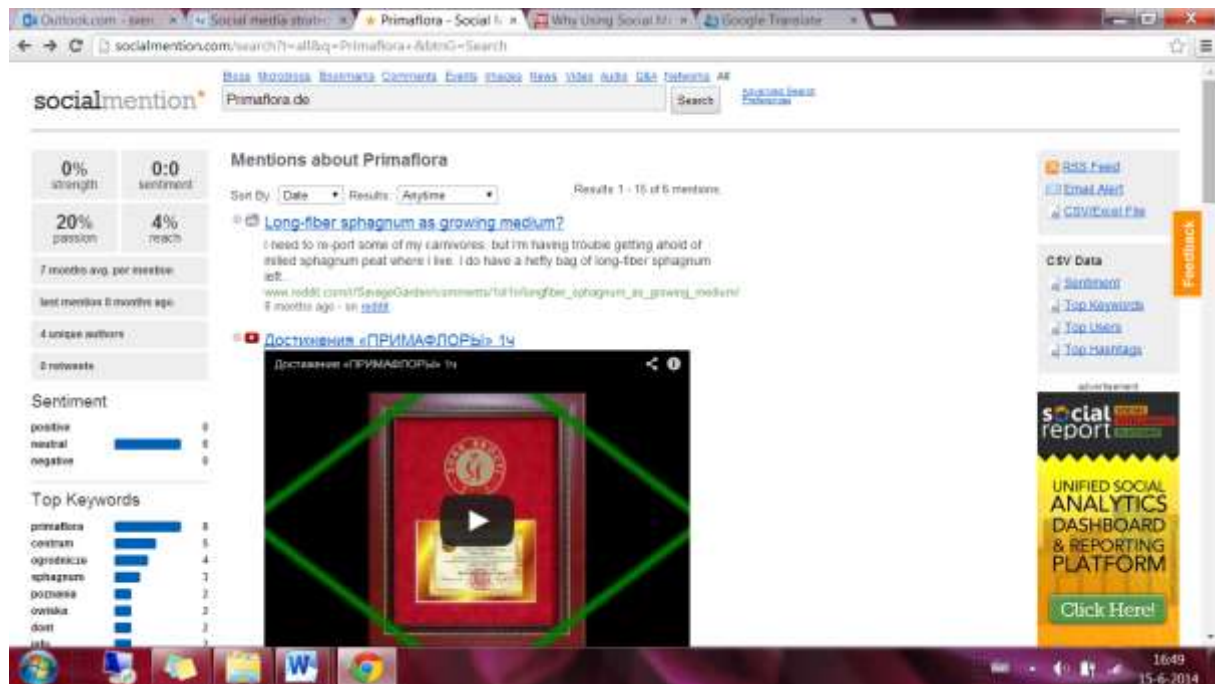


Pinterest

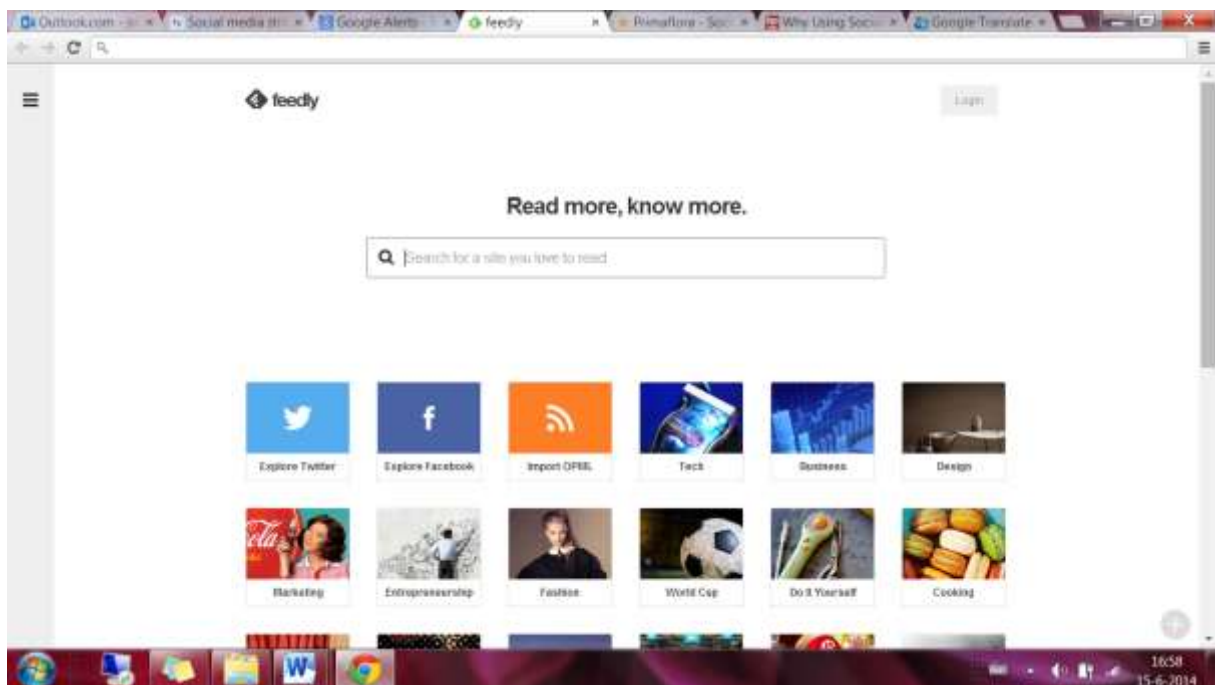


Appendix VI – Primaflora Website & Social Media Analysis

Social Media Analysis



Feedly RRS Track Example



Analysis Social Media and Primaflora Website

Social Media Analysis

Primaflora.de has over 0 followers on social networking platforms such as Facebook. It has been bookmarked over 0 times across major social bookmarking services such as Delicious. Primaflora.de has been mentioned at least 0 times throughout social news destinations such as Google News. Over 0 discussions are happening around primaflora.de on the web.

Networking	Bookmarking	Media
0 twitter followers	0 delicious bookmarks	315 youtube videos
0 facebook likes	0 del.icio.us bookmarks	0 twitter pictures
0 myspace results	0 linked bookmarks	884 youtube videos
0 dcoo results		

News

- 0 google stories
- 0 yahoo stories
- 0 digg submissions
- 0 reddit submissions
- 0 topix stories
- 0 topix mentions

Other

- 0 yahoo questions
- 0 google groups
- 0 wikipedia articles
- 0 wikipedia entries

Social Media Score Widget
Place this interactive always-updated SiteTrail social media score widget on your site. Auto copy and paste the HTML.

Social Media Score
49%

Recently Viewed

- reddit.com
- del.icio.us
- noncontributory.com
- primaflora.de #1,554,388
- google.com #314,488
- www.burba.com #12
- amazon-nature.com #1,130,172
- californiaaccompany.com
- ffm.com
- madonlin.com
- upone.com.de #0,438,311
- cs120m.com #12,150,943
- disproportion.com
- china.org
- autismmagazine.com #150,485
- garn.com #1,376,487

SEO Analysis

Primaflora.de has an average of 0 pages indexed in major search engines like Google, Yahoo and Bing. There are an average of 0 links pointing back to primaflora.de from other websites around the world. There are a total of 0 listings about primaflora.de in DMOZ (Dmoz.org) and Yahoo! Directory.

Indexed Pages	Backlinks	Last Crawled
0 google pages	0 google backlinks	N/A available
0 yahoo pages	0 yahoo backlinks	14 15, 2013 (12:03 PM UTC)
0 bing pages	0 bing backlinks	Not available
	10 alexa backlinks	
	1/10 google pagerank	

Directories

- 0 alexa listings
- 0 yahoo listings

Other

- Not available
- Not available

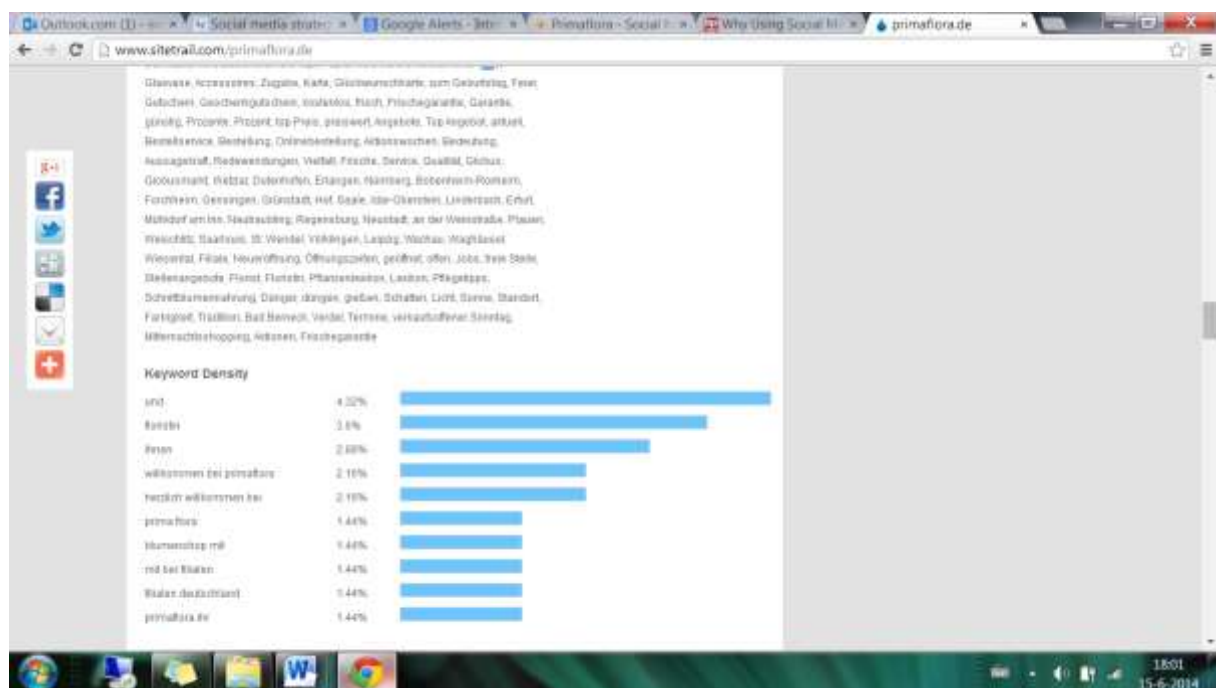
DMOZ Categories
DMOZ categories for primaflora.de are not available.

SEO Score Widget
Place this interactive always-updated SiteTrail SEO score widget on your site. Auto copy and paste the HTML.

SEO Score
51%

Featured Sites

- my.orglist.org #45
- vogon.fr #1,183
- manasse-2005.de/andreas.c... #2,588
- autismmagazine.com #150,485
- sermones.org/blog.co... #1,382



Analysis Primaflora website by Quicksprout

Website Analyzer						
www.quicksprout.com						
http://www.primaflora.de						
SEO Grade	SEO Score	SEO Warnings	SEO Errors	SEO Passed		
B	84	4	0	17		
Speed Score	Load Time (seconds)	Page Size (kilobytes)	Requests			
84	0,94	34,55	13			
World Rank	Back Links	Indexed Pages				
4199891st	4	36				
Facebook Shares	Facebook Likes	Facebook Comments	Twitter	LinkedIn	Pinterest	Google+
2	1	0	0	0	0	0
Top Keyword		Frequency	Title	Description	<H>	
primaflora		6	X	X	-	
sie		4	-	-	-	
auf		3	-	-	-	
fr		3	-	X	-	
willkommen		3	X	-	-	
Top 2 Word Key Phrase		Frequency	Title	Description	<H>	
bei primaflora		2	X	-	-	
herzlich willkommen		2	X	-	-	
willkommen bei		2	X	-	-	
1a qualitt		1	-	X	-	
abc aktuelles		1	-	-	-	
Top 3 Word Key Phrase		Frequency	Title	Description	<H>	
florist in fr		2	-	-	-	
herzlich willkommen bei		2	X	-	-	
willkommen bei primaflora		2	X	-	-	
1a qualitt zu		1	-	-	-	
abc aktuelles jobs		1	-	-	-	
	</					

Social Media Analysis

Social Media Analysis							
www.quicksprout.com							
http://www.primaflora.de							
Total Shares for primaflora.d	Pages Scanned	Facebook	Twitter	LinkedIn	Pinterest	Google+	Total
	35	2	0	0	0	0	2
URL	Facebook	Twitter	LinkedIn	Pinterest	Google+	Total	
www.primaflora.de	1	0	0	0	0	0	1
/shop.htm	1	0	0	0	0	0	1
/dutenhofen.htm	0	0	0	0	0	0	0
/sortiment.htm	0	0	0	0	0	0	0
/abc.htm	0	0	0	0	0	0	0
/aktuell.htm	0	0	0	0	0	0	0
/forchheim.htm	0	0	0	0	0	0	0
/wiesbaden.htm	0	0	0	0	0	0	0
/plauen.htm	0	0	0	0	0	0	0
/landshut.htm	0	0	0	0	0	0	0
/neutraubling.htm	0	0	0	0	0	0	0
/voelklingen.htm	0	0	0	0	0	0	0
/wachau.htm	0	0	0	0	0	0	0
/kontakt.htm	0	0	0	0	0	0	0
/impressum.htm	0	0	0	0	0	0	0
/bilderarchiv/primaflora/werbe	0	0	0	0	0	0	0
/login.htm	0	0	0	0	0	0	0
/index.htm	0	0	0	0	0	0	0
/gensingen.htm	0	0	0	0	0	0	0
/gruenstadt.htm	0	0	0	0	0	0	0
/hattersheim.htm	0	0	0	0	0	0	0
/idar-oberstein.htm	0	0	0	0	0	0	0
/muehldorf.htm	0	0	0	0	0	0	0
/neustadt.htm	0	0	0	0	0	0	0
/stockstadt.htm	0	0	0	0	0	0	0
/st-wendel.htm	0	0	0	0	0	0	0
/wiesental.htm	0	0	0	0	0	0	0
/schnittblumen.htm	0	0	0	0	0	0	0
/strauss.htm	0	0	0	0	0	0	0
/topfpflanzen.htm	0	0	0	0	0	0	0
/toepfe.htm	0	0	0	0	0	0	0
/karten.htm	0	0	0	0	0	0	0
/hochzeit.htm	0	0	0	0	0	0	0
/trauer.htm	0	0	0	0	0	0	0
/garantie.htm	0	0	0	0	0	0	0

Appendix VII – Questionnaire Internet & Social Media Usage

This questionnaire was developed in order to check whether results of the desk research were similar to the results of this questionnaire. From this field research can be concluded, German people in Primaflora's target segment are indeed active on the internet and social networks. However, remarkable is that none of the participants uses Instagram. On average, most of the participants use social networks at least one time a week. The youngest participants use the internet more frequently and the oldest participant less frequently.

From the results can also be concluded, people like to see for them relevant ads, product promotions, and discount coupons on social networks. However, ads on search engines are less appreciated. Furthermore, most of them like to search on the internet and social media for inspirational trends which match with their interests.

Five persons of each of the following target segment responded to this questionnaire, which was taken in Elten, Germany. The target segments are:

- Women between the ages of 20 – 30 years old
- Women between the ages of 30 – 40 years old
- Women between the ages of 40 – 60 years old
- Women between the ages of 60+

The participant s answered the following questions:

Questionnaire Internet and Social Media Usage
Q1: Do you use internet?
Q2: Do you search the web for company/product information?
Q3: Do you search the web for inspiration matching with you interests?
Q4: Do you use search engines?
Q5: Do appreciate ads of companies on the internet?
Q6: Do you use social networks?
Q7: Which of the following social networks?
Facebook, Twitter, Google+, Instagram, Pinterest, Stayfriends, Xing, Linkedin
Q8: Are you part of an online community?
Q9: Do you follow specific fan pages matching with you interests?
Q10: Do you appreciate ads, product promotions and discounts on social networks?

The results are stated on the next page.

Results:

Age group: 20 - 30					
	R1	R2	R3	R4	R5
Q1:	Yes	Yes	Yes	Yes	Yes
Q2:	Yes	Yes	Yes	Yes	Yes
Q3:	Yes	Yes	No	Yes	Yes
Q4:	Yes	Yes	Yes	Yes	Yes
Q5:	No	No	No	Yes	No
Q6:	Yes	Yes	Yes	Yes	Yes
Q7:	FB, T, P	FB, T	FB, T, X	FB, T, P	FB, T, P
Q8:	No	No	Yes	Yes	No
Q9:	Yes	Yes	Yes	No	Yes
Q10:	Yes	Yes	No	No	No

Age group: 30 - 40					
	R1	R2	R3	R4	R5
Q1:	Yes	Yes	Yes	Yes	Yes
Q2:	Yes	Yes	Yes	No	Yes
Q3:	Yes	No	No	No	Yes
Q4:	Yes	Yes	Yes	Yes	Yes
Q5:	Yes	No	No	No	No
Q6:	Yes	Yes	Yes	No	Yes
Q7:	FB, P	FB, T, P	FB, T, ST	-	T, LK
Q8:	Yes	Yes	No	-	No
Q9:	Yes	Yes	No	-	No
Q10:	Yes	Yes	Yes	-	No

Age group: 40 - 60					
	R1	R2	R3	R4	R5
Q1:	Yes	Yes	Yes	Yes	Yes
Q2:	Yes	Yes	Yes	Yes	Yes
Q3:	Yes	yes	Yes	Yes	Yes
Q4:	Yes	Yes	Yes	Yes	Yes
Q5:	Yes	No	Yes	No	No
Q6:	Yes	Yes	Yes	Yes	Yes
Q7:	P, ST, X	FB, P,	FB	FB, T, P	T, P
Q8:	Yes	No	Yes	No	No
Q9:	Yes	Yes	No	Yes	Yes
Q10:	Yes	No	Yes	Yes	No

Age group: 60+					
	R1	R2	R3	R4	R5
Q1:	Yes	Yes	Yes	Yes	Yes
Q2:	Yes	Yes	No	No	No
Q3:	Yes	yes	Yes	Yes	No
Q4:	Yes	Yes	Yes	Yes	Yes
Q5:	No	No	No	No	No
Q6:	Yes	Yes	Yes	No	No
Q7:	FB	FB	FB	-	-
Q8:	No	No	No	-	-
Q9:	Yes	Yes	No	-	-
Q10:	Yes	Yes	No	-	-

* FB = Facebook * T = Twitter * P = Pinterest * X = Xing * ST = Stayfriends * LK = LinkedIn

Appendix VIII – Example Sprout Social

