This is a product-based thesis that was made for a small Finnish company HEMMI Kodit. HEMMI Kodit provides accessibility products and consultations in Lahti region in Southern Finland. It is a new company that wants to start digital marketing to gain more visibility and foothold in the market. The goal of the thesis was to create a digital marketing plan that the commissioner company could use for marketing and development of their brand online.

Theoretical framework of this thesis gives an overview of digital marketing. It includes social media marketing, search marketing, inbound marketing, content marketing, email marketing, and tools for marketing monitoring & management. The theory was gathered from literature and online resources.

Chapter three shows the use of PR Smith’s SOSTAC® in strategic digital marketing planning. In the fourth chapter the case company’s digital marketing plan is created based on this model.
But if you hire a digital marketing agency, you can avoid the cost of trial and error of running your own campaigns, getting your team up to speed, spending time and company resources on maintaining your content consistency, and so forth. You can also avoid getting sidetracked from other important things you have to do, like closing deals or getting investors. DisabledGo Case Study. DisabledGo is an information provider for disabled people in the UK and Ireland. They provide information on 120,000+ places to go that are accessible (i.e. bars, parks, cafes, museums, etc). They helped put a content plan in place, allowed for content to be updated regularly, and encouraged engagement from current followers and potential new fans.