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Author(s) Heikki Karvonen			
Title of Thesis Implementing a scalable marketing model for Launzer.com Case: Kalevala Jewelry			
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Supervisor Leo Suomela			
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<p>Abstract</p> <p>Objective of the thesis was to help 3D Online Factory Ltd. develop a cost efficient online marketing strategy for their upcoming e-Commerce platform Launzer.com. Other than being cost efficient, the marketing model should be scalable for different brands. Upon initial research, it was found that content marketing answers the demands of 3D Online Factory Ltd. and Launzer.com.</p> <p>This thesis researches content marketing as a marketing tool. Content marketing includes a variety of different marketing techniques rather than being a single specific method. This thesis studies different methods of content marketing, describes how they should be used, what is needed to do so, and how the results can be measured. The goal of the thesis is to develop a content marketing strategy theory which can fully or partly be used to develop a functioning marketing strategy for Launzer.com.</p> <p>The thesis is divided in three main parts: the marketing theory on content marketing, Launzer.com marketing channels and what has been done so far, and a reference marketing case which Launzer.com did with Kalevala Jewelry.</p>			
Keywords Content Marketing, Social Media, Start-up			