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<b>Abstract</b> <p>The objective of the thesis project was to study blogging as a marketing tool and find out more about the relevance of blogs as a marketing channel. The viewpoint of the thesis was Finnish interior blogs. A Finnish interior company was also interviewed to receive a company's perspective of the subject. The topic was chosen due to the personal interest of the author as well as the topic being timely and not yet done much research on.</p> <p>The thesis is divided into the theoretical part and the empirical part. The theory section of the thesis includes a short definition of marketing and digital marketing as well. Furthermore, it describes the phenomenon of social media and social media marketing. In addition, the theory part discusses blogs and blog marketing. The preliminary research was conducted based on literature and online sources. The empirical part of the thesis work includes the interviews that were conducted for the thesis. The data for this thesis was collected and analyzed.</p> <p>Lastly, the findings of the interview are presented. The results indicated the most essential factors affecting the reliability of blogs as a marketing channel. In addition, the results provide general information on blog marketing.</p> <p>By researching this topic consumers are able to see also the other side of blog marketing and maybe take a more critical stance next time reading a collaboration post. Blog marketing can be an effective marketing tool, but it is important to remember that not everything you read on blogs is necessarily true and in many cases, praises are written only since the post is carried out as a collaboration, which may not even be mentioned in the post.</p>			
<b>Keywords</b> Social Media, Social Media Marketing, Blogs, Blogging, Blog Marketing, Marketing.			