Digital health check of Samsung, iPhone and FairPhone

Digital health check Samsung:

The company of Samsung was chosen because they are the market leaders in mobile industry and other companies do not even come close. The company was founded in South Korea on March 1, 1938 by Lee Byung-Chull while the first smartphone was introduced only on 29th June, 2009.

Samsung also dedicates themselves working towards sustainable future. The current vision that they have states "*The underlying principle that defines our vision for the future of Samsung Electronics is Inspire the World, Create the Future*" (Samsung, 2021). And the future that they are trying to create has a lot to do with sustainability. In their Strategy page of the website the goal for the company is to fulfill social responsibility which includes delivering innovative products and services in addition creating economic, social and environmental values.

Three media types that the company has:

Owned:	Paid:	Earned:
1. Samsung owns various social media accounts: Instagram: 855k followers Facebook: 161m followers LinkedIn: 3m followers YouTube: 5,45m followers Twitter: 12,3m followers 2. Website 3. Newsletter	1. Samsung has contracts with various influencers: Cyrine Abdel Nour: 11,5m followers Mina Al Sheikhly: 2.5m followers Noor Alzawi: 1.1m followers 2. Advertisements 3. Magazines 4. TV commercials	1. Samsung is mentioned in newspapers like Guardian and New York Times 2. Mouth-to-mouth advertising from customers 3. Likes, retweets etc. on social media 4. People registering for newsletter subscriptions.

Digital health check for iPhone:

iPhone was chosen because it is by far the most popular device amongst people surrounding us and it is the 3rd bestselling phone worldwide. While not only providing usual phone functions it also grants some sort of a status. The company of Apple was founded on April 1, 1976 by Steve Jobs and Steve Wozniak but the first phone was released only on January 9, 2007.

While no clear mission nor is vision stated on their website Apple as a company says that they conduct business ethically, honestly, and in full compliance with the law. As chief executive officer of Apple Tim Cook has quoted Apple does the right thing, even when it is not easy (Apple, 2020). In addition this company is carbon neutral and plans their entire product line to be the same way by 2030. Their goal is to make the products with clean energy and no carbon footprint which seems quite the task.

Owned:	Paid:	Earned:
1. Apple owns various social media accounts: Instagram: 25,3m followers Facebook: 13m followers LinkedIn: 13,47m followers YouTube: 13,8m followers Twitter: 6m followers 2. Website 3. Newsletter is for Apple News	1. Apple has contracts with various influencers: iJustine 1,7m followers Kara Swisher 1,46m followers The rest were quite hard to find 2. Advertisements 3. Magazines 4. TV commercials	1. Apple get their name out through different magazines which help them market themselves 2. Mouth-to-mouth recommendation is quite common when it comes to Apple 3. Likes, retweets etc. on social media

Digital health check for FairPhone

This company was chosen because their products are closely related to what we produce at CleanCall. The company was founded by Bas van Abel, Tessa Wernink and Miquel Ballester and is currently operating in Amsterdam, Netherlands. The first fair trade phone was introduced the same year that the company was created – 2013.

This company cares about sustainability a lot and it is a certified B-Corporation. While we still cannot see this company amongst market leaders the potential that they have holds a bright future. The company beliefs are that the electronics industry is filled with unfair practices that must change. By making change from the inside the company is giving a voice to the people who care (FairPhone, 2021).

Owned:	Paid:	Earned:
1. FairPhone owns social media accounts which have to be mentioned are not as popular as Apple or Samsung: Instagram: 41,3k followers Twitter: 43,3k followers Facebook: 152k followers 2. Website 3. Newsletter	1. FairPhone works with influencers like: Globtolter: 19,2k followers Pascalegli: 9k followers Heidiarmstrak: 10k followers 2. Advertisements on the internet 3. Magazine add placements	1. Positive reviews on the internet 2. Mentions in newspapers like The Guardian 3. Interactions like retweets and likes on social media 4. People registering for the Newspaper

RACE table for three companies

	Samsung	Apple	FairPhone
Reach	**Internal Links:** The check on this part of the website is important because it shows how the website links with other pages, both internally and externally. • Nibbler: 9.8 since 4 links do not describe their destination and 3 more links are weakly described. • AdResults: 469 of 489 links are internal. According to most of the marketing professionals the ideal number of internal links is 100, which Samsung exceeds by a huge number. **Mobile:** In a modern world a website that is suitable for mobile phones is a must. People tend to surf the internet while they are on their way to work and etc. • Nibbler: 10 The website on mobile phones works perfectly.	**Internal Links:** The check on this part of the website is important because it shows how the website links with other pages, both internally and externally. • Nibbler: 9.8 since 5 links do not describe their destination which is essential. • AdResults: 132 of 149 links are internal. According to most of the marketing professionals the ideal number of internal links is 100, therefore Apple exceeds the recommended number by quite a bit. **Mobile:** In a modern world a website that is suitable for mobile phones is a must. People tend to surf the internet while they are on their way to work and etc. • Nibbler: 10 The website on mobile phones works perfectly.	**Internal Links:** The check on this part of the website is important because it shows how the website links with other pages, both internally and externally. • Nibbler: 9.0 since 10 links on their website are weakly described and 7 more have no text describing their destination. • AdResults: 61 of 108 links are internal. According to most of the marketing professionals the ideal number of internal links is 100, therefore FairPhone misses out on maximizing their efficiency by quite a bit. **Mobile:** In a modern world a website that is suitable for mobile phones is a must. People tend to surf the internet while they are on their way to work and etc. • Nibbler: Nibbler: 10 The website on mobile phones works perfectly.
Act and Convert	**Headings:** The purpose of headings is to make it easier for the visitors to find information. Although they are also a key part for high SEO rankings which means that the choice of them is really important. • Nibbler: 5.8, headings were misleading and some of them even empty. The definition of H1, H2 and H3 were used in a wrong way. • AdResults: has headings H2 and H3 but misses out on H1 qualifications which are the	**Headings:** The purpose of headings is to make it easier for the visitors to find information. Although they are also a key part for high SEO rankings which means that the choice of them is really important. • Nibbler: 10, all the pages were found using defined heading. This is excellent because it allows visitors to browse your website quickly and find all the needed information. • AdResults: Website	**Headings:** The purpose of headings is to make it easier for the visitors to find information. Although they are also a key part for high SEO rankings which means that the choice of them is really important. • Nibbler: 10, all the pages were found using defined heading. This is excellent because it allows visitors to browse your website quickly and find all the needed information. • AdResults: Website

	top-level headings. **Incoming Links:** This defines the number of links that are directed to the website. The higher number of these links could increase the website ranks is search engine results. • Nibbler: 10.0; 217,407 domains link to this website. • AhRefs: 329,684 total links that are pointing to Samsung, 14,229 of them are unique ones.	contains all the necessary headings H1-H6 and this is a perfect example for reaching customers satisfaction while browsing. **Incoming Links:** This defines the number of links that are directed to the website. The higher number of these links could increase the website ranks is search engine results. • Nibbler 10.0; 867,142 domains link to this website. • AhRefs: 879,023,172 total links that are pointing to Apple, 1,024,761 of them are unique ones.	contains all the necessary headings H1-H3 which helps customers orientate in the website quickly and find the information that they were looking for. **Incoming Links:** This defines the number of links that are directed to the website. The higher number of these links could increase the website ranks is search engine results. • Nibbler: 10.0; 8,539 domains link to this website. • AhRefs: 207,995 total links are pointing to FairPhone, 6459 of them being unique ones.
Engage	**Popularity:** This sector shows how popular is the website amongst people and whether any measurements should be taken in consideration. • Nibbler: 10.0 – 258th most popular website in the world. • Alexa: 259th most popular website in the world. **Overall score:** This provides and overall score for different sectors that the website has. An average which is above 8.0 on Nibbler should be considered a well-rounded website. • Nibbler: 8.6 while Samsung does great in accessibility and marketing the score is only 4.3 in images that they use which could be a great step in increasing the overall score.	**Popularity:** This sector shows how popular is the website amongst people and whether any measurements should be taken in consideration. • Nibbler: 7.4 -45th most popular website in the world. While it ranks higher than Samsung a moderate decrease in popularity was seen throughout the last few months. • Alexa: 46th most popular website. **Overall score:** This provides and overall score for different sectors that the website has. An average which is above 8.0 on Nibbler should be considered a well-rounded website. • Nibbler: 9.3; high scores ensure that the website of Apple is appealing for consumers but they	**Popularity:** This sector shows how popular is the website amongst people and whether any measurements should be taken in consideration. • Nibbler: 8.4 – 112,210th most popular website in the world. The rating is quite high but no mentionable change was seen in the popularity sector. • Alexa: 110,595th most popular website. **Overall score:** This provides and overall score for different sectors that the website has. An average which is above 8.0 on Nibbler should be considered a well-rounded website. • Nibbler: 9.1; the website is ranked great in Accessibility and Experience (9.3 and 9.4 respectively) but the

	• SEMrush: 84	scored 0 on their twitter platform. While they have over 6M followers there they do not use it to post any news. • SEMrush: 95	downside is how it appears on Google search listings, also known as Meta Tags. • SEMrush: 62

Analysis

Reach

Chosen factors for reach part were Mobile and Internal Links. The choice between these two options was made because in our eyes they reflect how easy a website can be reached. In today's world mobile phones and smartphones has become an everyday item which people use most of the time while traveling to work or during their free time, therefore a mobile accessibility is a must for successful companies. Internal links also show how a website is linked through incoming internal and external links. Reflecting to our RACE table we can see that companies do a great job in setting up their accessibility through mobile devices, but Samsung needs to do better with their internal links. Despite that these companies are great example for CleanCall.

Act and Convert

Heading and Incoming Links were discussed in the next part. Importance of correct headings help customers orientate through the website without having to read the whole paragraph to get the information they want. Samsung once again were the lowest rated company by Nibbler because they were missing some important headings while other companies scored flawless 10 rating. The importance of incoming links is that the higher number of incoming links the company has the higher ranking they get in search engine marketing. All of these companies know what they are doing with getting incoming links, therefore they are a good example for CleanCall.

Engage

The important things for the company are to assure that their website is approached by people and while they are at it the time they spend there is enjoyable. Therefore for engage part we chose two sectors Popularity and Overall score since it indicates the overall view of their websites. While CleanCall could not expect popularity numbers to be like any of these companies, since they have been up for quite some time, it just shows that mobile phones and electronic websites can be popular, Samsung ranking 258th and Apple 46th. However Apple scored lower despite being higher up the list because they fail to attract new customers and are falling down the order. When looking at the overall scorer Apple is a clear leader with FairPhone coming right after which proves that you do not have to be that big of a company to achieve high ratings, it is about people that work for you.

Henry Haliava

Age
30

Highest Level of Education
Master's degree

Social Networks

Industry
Technology / Self-employed

Organization Size
10,001+ employees

Preferred Method of Communication

- Phone
- Email
- Social Media

Tools They Need to Do Their Job

- Reporting Software
- Email
- Cloud-Based Storage & File Sharing Applications
- Phone
- Computer

Job Responsibilities

- Code and test programming for applications
- Develop applications
- Fix bugs

Their Job Is Measured By

- Projects Completed
- Customer satisfaction
- LinkedIn skill assesment.

Reports to

- Director
- Directly to the companies that hire him

Goals or Objectives

The main goal for Henry is to be acknowledged and paid for his work. In addition to this Henry has orientated himself towards a more sustainable way of living and by doing this he enriches himself as a person, as he realised that satisfaction from spending money can only be reached when benifiting our planet and people, not only himself.

They Gain Information By

Usually Henry browses Reddit for new technological innovations. Also he uses LinkedIn to find information about the new possible projects that he could possibly work on during his free time. Henry has over 1000 connections inluding some proffesionals and experts who provide useful information.

Biggest Challenges

- Professional Development
- Collaboration & Creativity
- Problem Solving & Decision Making

Joe Freeman

Age
21

Highest Level of Education
High school degree

Social Networks

Industry
Student/Music

Preferred Method of Communication

- Social Media
- Email
- Text Messaging

Tools They Need to Do Their Job

- Phone
- Computer
- DJ Mixer
- Music softwares

Job Responsibilities

- Joe is responsible for delivering his assignments in time.
- Produce music for himself or a label.

Their Job Is Measured By

- Grades
- Monthly listeners
- Attention from music labels

Goals or Objectives

Currently the main goal for Joe is to finish his degree at the University of Birmingham and become a successful music producer which he is already trying to achive beforre finishin the studies.

They Gain Information By

He mostly gains information through different social media while also listening to podcasts which helps him have a better understanding what other people think and believe in. Joe usualy filters the information since he does not like clickbait media which floods the internet with usless information. He gains the most information browsing on his phone while traveling to school and also on his laptop where he spends the evenings after school.

Biggest Challenges

- Communication
- Collaboration & Creativity
- Professional Development

Persona 3

Vanda Dlamini

Age
50

Highest Level of Education
Master's degree

Social Networks

Industry
Real Estate

Organization Size
51-200 employees

Tools They Need to Do Their Job

- Email
- Business Intelligence Dashboards
- Project Management

Goals or Objectives

Goal for Vanda is to run a succesfull company which she now owns for more than 15 years. Since the company functions in Real Estate sector the company still wants to dedicate themselves towards a sustainable future and it is Vanda's responsability to do that. The first steps she has taken is refurnished the whole office with sustainable furniture and she does not plan to stop there.

Their Job Is Measured By

- Revenue generated
- Customers acquired and retained

Preferred Method of Communication

- Email
- Face-To-face
- Phone

- Problem Solving & Decision Making
- Project Management & Disorganization
- Change Management
- Communication

Job Responsibilities

- Directing and managing the company
- Maintaining employee motivation and morale
- Managing major financial desicions.

They Gain Information By

- Most of the information she gains is from her employees

Lifecycle Stages:

PERSONA	LIFECYCLE STAGE			
PERSONA NAME *Joe Freeman*	**AWARENESS** Have realized and expressed symptoms of a potential problem or opportunity	**CONSIDERATION** Have clearly defined and given a name to their problem or opportunity	**DECISION** Have defined their solution strategy, method or approach	**ENGAGE** Have engaged in getting our product or showed interest in knowing more about our company.
Problem or opportunity that the above persona needs help with:	**Content Ideas**	**Content Ideas**	**Content Ideas**	**Content Ideas**
Joe is a young student in Birmingham University that is currently looking for a new phone. He was not satisfied with his iPhone and currently is looking to try out new brands but is not sure which one to go for.	• Has shown interest in searching "Best new phones in 2021" [Blog] • Searched "New potential phone manufacturers" [Market Research]	• Got a deeper look in downsides and positives of every manufacturer and made a list. • Watched different phone comparisons on YouTube [Video]	• Went to different mobile phone retailers to enquire about discount offers • Asked his friend to use his phone for a week to know if it suits him. [Trial period]	• Took week lasting trial of our new phone. • Subscribed to our newsletter and now is waiting for discounts

PERSONA	LIFECYCLE STAGE			
PERSONA NAME *Henry Haliava*	AWARENESS Have realized and expressed symptoms of a potential problem or opportunity	CONSIDERATION Have clearly defined and given a name to their problem or opportunity	DECISION Have defined their solution strategy, method or approach	ENGAGE Have engaged in getting our product or showed interest in knowing more about our company.
Problem or opportunity that the above persona needs help with:	**Content Ideas**	**Content Ideas**	**Content Ideas**	**Content Ideas**
Henry has earned enough money to keep him comfortable for a long time. He now faces a new dilemma of how to live life as sustainably as possible.	• Henry has now started looking for ways to live more sustainably. [Web browsing] • Purchased a sustainable news subscription, to get informed on the latest sustainability news and innovations. [Reading press]	Henry has realized that he can have a more sustainable phone, as he is changing his every two years and that is clearly a waste.	• Started looking at sustainable phone reviews.[Web browsing] • Watched videos and read reviews online. [Watching YouTube]	• Saw an AD while watching YouTube. [Browsing social media] • Read the review and got engaged as the sustainability factor is clearly visible as the phones can change parts. [Web browsing]

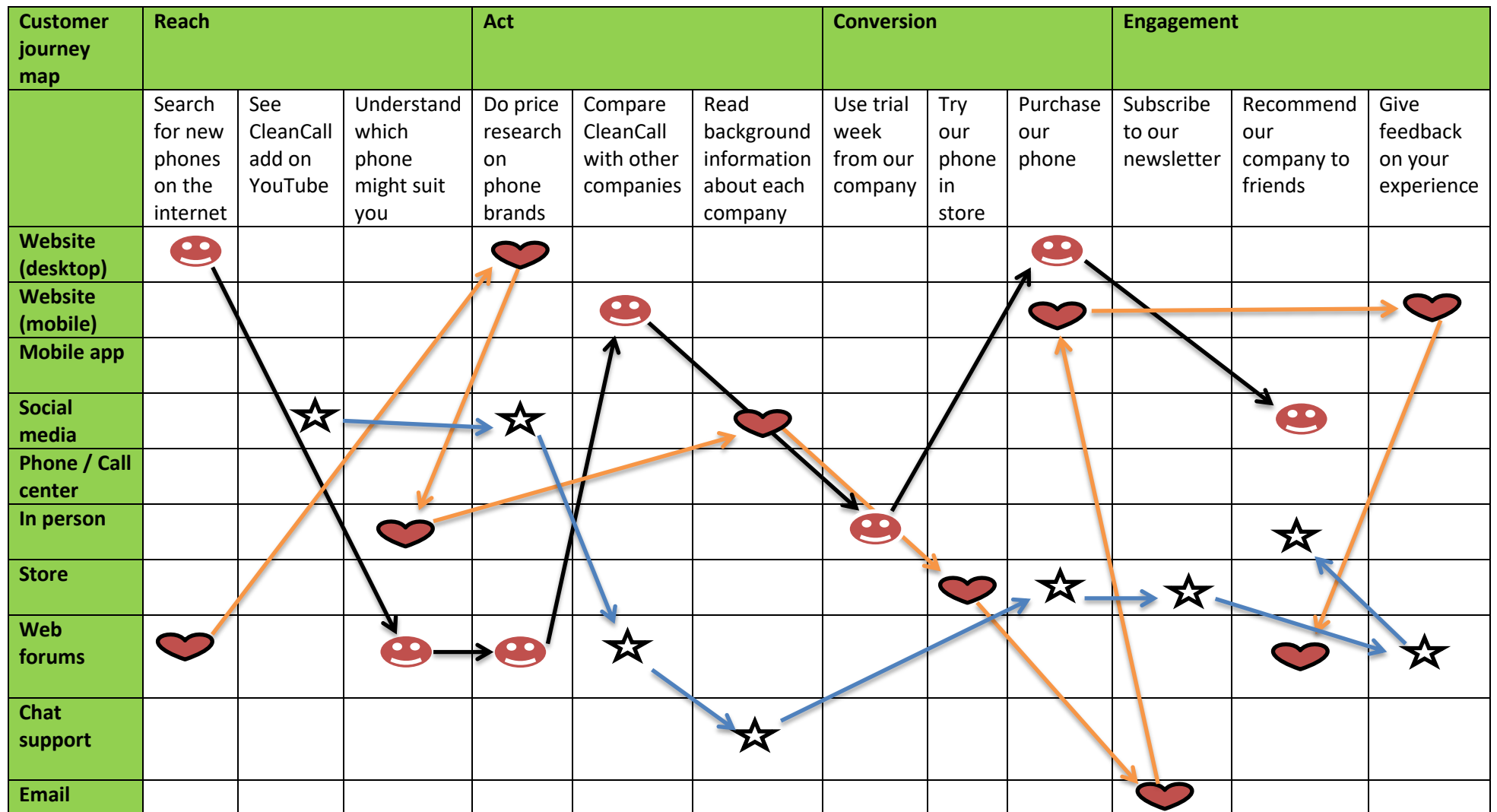| PERSONA	LIFECYCLE STAGE			
PERSONA NAME *Vanda Dlamini*	AWARENESS Have realized and expressed symptoms of a potential problem or opportunity	CONSIDERATION Have clearly defined and given a name to their problem or opportunity	DECISION Have defined their solution strategy, method or approach	ENGAGE Have engaged in getting our product or showed interest in knowing more about our company.
Problem or opportunity that the above persona needs help with:	**Content Ideas**	**Content Ideas**	**Content Ideas**	**Content Ideas**
Vanda is a 50-year-old, future-orientated woman running a real estate company. After 15 years operating in the business, she is willing to go more sustainable and replace the company's phones with new, sustainable ones. She is currently debating which fair-trade devices are trustworthy and is not sure which company will she go with.	• B2B Green Procurement [Webinar] • Searched "Fair-trade modular phones in 2021" [Blog]	• Read reviews posted in tech forums and researched competitor companies [Tech forums; companies' websites] • Consulted her friend who has already tried a few different modular phones	• Informed the team about the upcoming changes • Requested a press release about the company going more sustainable	• Followed CleanCall's profile while scrolling on Instagram, Facebook [Social media] • Phone-bargained about the estimated final price, delivery, repair opportunities • Watched influencers CleanCall introduction video on YouTube [YouTube]

Joe Freeman

Joe ran in to a problem where he was no longer satisfied with the iPhone that he had. While looking for new possible purchases he found a new and upcoming brand CleanCall after doing a market research on "New potential phone manufacturers". After founding out about this company he did some background reading about the company and watched a video about phone comparisons. While still not having a final thought about a new phone he borrowed his friends Samsung for a week and enjoyed it but was still not convinced. Later he found out about CleanCall's offer to have a one week trial of a new Pro X phone and decided to try it out. After being satisfied with the experience he was lacking a tiny amount of money so he decided to sign up for a newsletter and wait for discounts.

Henry Haliava

Henry is a successful IT professional and has earned a lot of money through his career. However just recently he understood that money do not bring happiness to him if he is not dedicating them towards a greater cause. He immediately changed his approach and started looking for new sustainable ways of living by browsing the web and purchasing a subscription to sustainable news. After doing some reading he decided to start changing electronic devices surrounding him since he is an IT professional with first being his phone. The decision making progress started by watching videos and reading about sustainable phones. While watching a video about phone comparison he saw a YouTube advertisement for CleanCall and soon after that read the reviews and looked in to the backstory of our company.

Vanda Dlamini

Vanda is our B2B customer who has been running a real estate company for more than 15 years. This year she decided to take a step forward and take a more sustainable route for the future of the company. She attended a B2B Green Procurement webinar during which she found out about new modular phones. Since real estate business requires a lot of communication through phone she thought that this might be the perfecto option for her company and started showing more interest in modular phones. She decided to read some reviews and compare companies while also consulting with her fellow friends who have already tried new modular phones. After hearing positive reviews she decided to inform the company about the upcoming changes and requested a press release with the intention to generate new customers and show her current customers that her company is in fact the right choice. Soon after that she showed her engagement by following our social media accounts and watched one of our influencer's video on YouTube. With all the right impressions she called our sales department and inquired about possible discounts, since she was ordering more than one phone, delivery and repaired opportunities. She has not finalized the deal because she needed some more time to think.

Customer journey map	Reach			Act			Conversion			Engagement		
	Search for new phones on the internet	See CleanCall add on YouTube	Understand which phone might suit you	Do price research on phone brands	Compare CleanCall with other companies	Read background information about each company	Use trial week from our company	Try our phone in store	Purchase our phone	Subscribe to our newsletter	Recommend our company to friends	Give feedback on your experience
Website (desktop)												
Website (mobile)												
Mobile app												
Social media												
Phone / Call center												
In person												
Store												
Web forums												
Chat support												
Email												

Persona	Symbol
Joe Freeman (B2C)	😀
Vanda Dlamini (B2B)	❤️
Henry Haliava (B2C)	☆

Joe Freeman

Joe is a student and takes quite an easy route to get our products. Firstly he searches for new phones that have been released since his iPhone was previously bought used and was not working as he expected. After finding out new brands and specifications of their products Joe understands which product might suit him the best in specifications. Since he is student money is important to him therefore a research comparing prices of newly released phones is done. After finding out that CleanCall offers a great product for a good price he has done some background research about the company since this is a fairly new company and not much is heard about it through our website. After taking a 1 week trial which we offer Joe understood that this phone suits him well and bought it. Weeks after using his new modular phone he posted a positive review on his LinkedIn account.

Vanda Dlamini

Since Vanda is looking to purchase more than one phone for her real estate company she took a different approach. Firstly while browsing through Web Forums she found out about CleanCall and had to do price check on us before figuring out that the price we offer works well with her company's budget. Since the goal of new equipment for Vanda was to move towards a more sustainable route the background information was a must, which gladly met the criteria. After trying our phones in store she subscribed to our newsletter and was hopeful that a discount offer might come. After waiting for about a week she decided that the money the company spends will go to a great cause she decided to buy the phones without any discount. She gave a feedback on the process from A to B and later posted her positive review on web forums.

Henry Haliava

Henry Haliava was watching some videos late at night when a YouTube advertisement popped up, first he got aroused but since it was the first time seeing this add it caught his attention not late after. Using social media he compared the prices and specifications of the phones early next morning while traveling to work and read some background information about our company using chat support. While asking question and getting all the answers he wanted he decided to buy our phone the same day. While purchasing the phone one of our store workers suggested to register for our newsletter which he gladly did and left his feedback on Reddit thread about CleanCall. The same evening he went out with his IT specialist friends to the bar where he recommended our modular phones.

CAMPAIGN SUMMARY	
Campaign Name	CleanCall goes overseas.
Campaign team & Company	Company: CleanCall Team: Ugnius Mickus, Vilija Labutytė, Mykolas Mačiukas, Aryash Mougdil.
1. Campaign goals	Campaign goals will be described using SMART format. - To raise awareness about a new product in a new country. S: CleanCall has recently expanded to a new market in the UK, therefore raising awareness of new customers is a must. A new campaign regarding this topic will be launched. M: New social media accounts, exclusively for UK markets will be launched therefore the goal will be set as achieved when a total of 1000 followers will be gained throughout all social media platforms. A: In a modern age 1000 followers seems like an achievable milestone regarding the percentage of social media users in the UK. R: After moving to a new region the company has decided to create UK exclusive social media accounts which will start from the very bottom-0 followers. The company thinks that by creating region exclusive social media accounts more customers will feel closer to the company. This would attract new customers and lasting relationships. T: Timespan for the company to achieve this goal is set to be the 1st 2 quarters of the year 2021 that the company starts operating in a new market. - Keeping the number of sales form Netherlands to UK S: By launching this campaign the company hopes to retain the number of sales they had in the Netherlands. M: CleanCall has managed to reach 50,000 sales in the last quarter in the Dutch market and they are expecting to start a new market with at least 30,000 sales per quarter. A: Whilst 30,000 sales seem quite a lot, the company believes that the name they have gotten in the Netherlands market will help reach the desired number. With the help of good marketing strategy the big shrink of sales should not take place, the company believes. R: While in the Netherlands it took more than 10 years to get to the point where the company is right now there is strong belief that it will not be the same for the UK. Having reputation from the previous market will help achieve this set up goal. T: The company has set up a goal to reach 30,000 sales before the end of the 2nd quarter since during the 1st quarter no real sales will happen and it will be focused on setting up and preparing for a new market. This will include marketing activities.

2. Campaign targeting	Primary target market is young professionals and adults who care about a sustainable future. Phone has become an everyday item for most of the people but CleanCall mostly aims towards people who care about the brighter future. (Examples given in B2C personas) Secondary target market is companies that want to make a change for a greater good. CleanCall is orientated towards companies who use phones in their everyday activities and want to contribute towards a sustainable future. (See B2B persona above)
3. Campaign messages and offer	CleanCall dedicates their work toward a sustainable future in the electronics sector which seems quite hard to do and we are here to prove that it is not that hard but it requires effort. With the help from our fair-trade certified suppliers we are able to get essential parts for our modular phones while also contributing towards a brighter future. While acquiring key elements like tin and tantalum from Democratic Republic of Congo, gold from Peru and tungsten from Rwanda we ensure that all the materials are Fairtrade and conflict-free. While the mobile phone sector is slowly becoming a duopoly between Apple and Samsung, CleanCall believes that their unique modular phones could ensure their place amongst these giants, since more and more people are taking the well-being of planet Earth into consideration. The aim of CleanCall is to ensure that people using phones everyday could also contribute towards reducing their negative footprint in the world that we will share with upcoming generations. CleanCall's main marketing outcome is to have consistent sales day-to-day while also attracting new customers. The company believes that by touching more people planet earth could become a nicer place to live in. By having consistent sales and new customer more money could be earned which would lead to investments in newer equipment, stores, donations to charities working on climate change, etc. The growth of this sort of a company is important because it would also give an indication to other companies in different sectors who might rethink their actions and direct themselves towards sustainable work ethics.

4. Strategy	While doing research we have found out that the best way to promote our business is through social media which is rapidly growing in the UK. The most commonly used social media websites in the UK are YouTube and Facebook (62% and 59% respectively) followed with Instagram which 29% of the people use (Tankovksa, 2021). With the high numbers of people using social media the screen-time of it is 102 minutes daily, but majority of 25 to 54- years-old admitted that they have been browsing social media while watching TV as well. Therefore we have decided to use Social Media as the best way to get our name out in the new market. As mentioned above the company will have UK exclusive social media accounts which will include platforms like Instagram, Facebook, and LinkedIn, with Twitter yet to come (since we believe it is more related to the US market.). As for YouTube and a new popular and upcoming platform TikTok we will not have our owned account and will focus on getting in touch with influencers to promote our products. In addition to that a contract with YouTube to put our adds in the videos in undergoing. On our owned social media account we will provide pictures of the new phones, tours of the factories, stories about how we gain our Fairtrade materials etc. Since we think people are interested about how the product came from nothing to where it is right now (In stores, or in their hands) In general, CleanCall's main concern for marketing will be social media in which we will both communicate with our customers as well as show the products and the story behind them ensuring the transparency of a company which we believe most of the people like to see.
5. Media mix and budgeting	CleanCall will use social media advertising on platforms like Instagram, YouTube and Facebook as well as billboard on the side of bus and bus stops as well as underground metro stations. While on Instagram and Facebook our advertisements will be owned and will be promoted through our own social media accounts we will buy add placements on YouTube. Add placement on YouTube typically costs around 0.01 Euro per view and it will cost and estimated amount of 2000 euros to reach 100.000 views which is our goal for 1st quarter. Exterior bus adds range from 150 to 600 euros per month and the same price goes for bus shelter advertisements and underground metro ones. We are dedicating 10.000 euros for the 1st quarter since we believe getting our name out is important for the success of a new market.
6. Media schedule	Key milestone for CleanCall is to create and attractive company image for new customers in the UK market with intention to increase our sales. While moving to a more populated region this is our main goal. In addition to that we would like to build healthy and lasting relationships with our customers who share the same goals as us in keeping Earth cleaner from unnecessary waste. The marketing campaign starts on the 1st quarter of 2021 while the sales will only start at the beginning of 2nd quarter. By doing this we want to inform people about new exciting product that is arriving to the UK market with an option to pre-order the phones.
4. STRATEGY	

Strategies for each objective	- As mentioned above we will mostly focus on online advertising using different social media platforms while also having a couple of billboards in the metro stations or on the buses since more than 5.1 billion people chose this way of transportation annually (Departament For Transport, 2019). In our online accounts will go more in depth about the back story of a product while on the billboards it will be simple advertisements of our new phones. - We will try to post on our social media during the pre-work and after-work hours during which people, traveling by public transport, usually spend their time surfing the web. In addition to that our social media activity will increase during weekends and national holiday days because people have more free time during those days and are likely to spend it on social media platforms. - As for beginning of our new chapter in the UK we will interrupt by adding our advertisements on YouTube which later on we are looking to get rid of because we know how annoying that could be. After people access our website using either our advertisements on YouTube or through our social media accounts we will try to build a relationship with them. The current idea is to offer them a one-off discount for their first purchase and also by doing monthly Q&A sessions with people interested in our work. These types of interaction will hopefully help us build lasting relationships. - We are not planning to do any of the voucher codes since they mostly apply to different sectors but we can ensure that every problem or question a person has will be dealt individually. Also in our physical shop we will offer people to have a free cup of coffee or tea which might not seem a lot but not many companies do that. By doing that we expect that people will inform their friends about pleasant experience that they had dealing with our company and a message is spread this way. - We will have discounts and free headphones during the launch day of the phones in both our store and Currys PC World with who we have collaborated (Read IBC "CleanCall announces collaboration with UK electronics retailer giants Currys PC World"). In addition to this 5 of our customers annually will get to win an all-inclusive round trip to the destination of their choice in which our company operates in. The choices will be like manufacturing factory in China, Fairtrade gold mine in Peru, conflict-free tungsten farm in Rwanda, etc. During their 4 day visit our guide will give them a tour around the place of their choice which hopefully gives our lucky customers some great memories.

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