

CREATING STRIKING STORIES *for* PROSPECTS *and* CLIENTS

A STUDY INTO THE USE OF STORYTELLING ON
DIFFERENT ONLINE MARKETING PLATFORMS IN THE SERVICE INDUSTRY.

Master Thesis Communication Studies

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ABSTRACT

A lot of research has been done on content marketing and storytelling. However, mostly on what it is and not on how it should be used. The aim of this study is to find out which components of storytelling are relevant for, in this case, prospects and clients of an organization in the service industry. How should storytelling be used in the marketing communication of an organization in order to make prospects clients and to keep those clients.

Two studies were conducted. The first study was a qualitative one in which interviews were used to gather information about the different components of storytelling. With these interviews an answer to the question 'How should storytelling be used for a service organization in order to be relevant for their clients and prospects?' was found. The platforms storytelling should be used on are LinkedIn (for the business related posts) and Facebook (for a 'look behind the scenes'). The text on these platforms should have an overt narrator that talks in the first person singular (I) or plural (we). Both broad and direct interactivity can be used to get in contact with the prospects and clients. With direct interactivity it should be considered whom the person is that you are trying to reach. Images and videos should be used as an enrichment of the stories. Images of trainers, trainings and events work good, as well as videos of trainings, events and testimonials. This can all contribute in creating striking content for prospects as well as clients.

The first study and literature on the subject showed that the narrator was an important component of storytelling, especially for prospects. Based on these results a questionnaire was conducted amongst 100 prospects in a second quantitative study. The aim of this study was to find out the influences of the type of narrator in corporate stories on the attitude towards the brand, text, word of mouth and the intention to follow the content and contact the organization. This second study showed results that were not significant. It showed that it did not matter who the narrator in a story should be. People can tell storytelling is important and that certain components are relevant for a story to work, but when this is tested in a quantitative study there are no results that say so.

KEYWORDS

Content marketing, online marketing platforms, stories, corporate storytelling, internet marketing

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1. INTRODUCTION

With the rise of the online world and social media, it has become more difficult for organizations to create an useful and effective marketing strategy to promote their own organization and/or products, to reach prospects, make them their clients, and to maintain those clients. Almost every organization can be found online nowadays. Think about a website, Facebook, LinkedIn page etc. So potential clients can find a lot of organizations when looking for a particular service or product online. An organization has to stand out, should be easy to find and should provide relevant information.

This is especially the case with relatively new organizations that have to earn and find their place in the (online) business world. There are many channels to use, offline as well as online. These channels are big and still growing. Think about readings, leaflets, websites, LinkedIn, Instagram etc. When looking just at the online world, there are approximately 3.5 milliard users on the internet around the world (Internet live stats, n.d.). This is a live statistic, which means the number is growing every day. The target group(s) of an organization can be found somewhere among these internet users. The question however is how to reach them in the best and most effective way possible using the right content. This content can be designed in different ways. One of these ways is storytelling. The subject of this study is therefore storytelling and how it should be used on different marketing platforms in the service industry.

1.1 ORANGE8

The service organization that is used in this study is Orange8. Orange8 is a service organization that is relatively new in the online marketing world. Orange8 is a training, coaching and consulting organization located in Enschede (the Netherlands). It is a young and small organization with a couple of permanent trainers and a few freelancers. Orange8 is mostly active in the B2B environment but also trains/coaches in the B2C world. Orange8 trains their clients in for instance: time management, leadership, outplacement, effective communication, customer focus and effective meetings. Each training and coaching is customized to the specific situation and client(s).

The organization wants to make themselves more prominent in the online environment. Social media and a website have to be designed and the content has to be written/published in the best way possible to reach both their prospects and clients. Orange8 wants to make sure that the online content they produce appeals prospects to become clients, and clients to remain clients. The expectation is that there is a difference in the content these prospects and clients want to see/read. This is the reason why in this study those two target groups are used and analysed separately.

1.2 RESEARCH QUESTION

Since Orange8 is a relatively new organization in the online marketing environment, most of the prospects now find the organization by word of mouth and through the website. In 2018 the organization is looking for new ways to expand their reach and get more leads by implementing different marketing platforms and strategies. The content on these platforms can be created in different ways using storytelling. Storytelling is a form of marketing which will be further elaborated in the theoretical framework. The problem here is, how and which platforms should be used? What content fits the organization best and how should these content on the particular platforms be designed? Based on this information the following research question is formulated:

‘How should storytelling be used for a service organization in order to be relevant for their clients and prospects?’

Before this question could be answered it was important to find out which online marketing platforms fitted the new identity of Orange8 and service organizations in general. This comparison of platforms can be found in appendix A. This search is the actual starting point of this first study and gave an answer to the question: *'What are the current online marketing platforms and which marketing platforms fit the new identity of Orange8?'.* The answer to this question is that some platforms are relevant for service organizations like Orange8 to use, namely: Blog, Facebook, LinkedIn and E-mail marketing.

1.3 PRACTICAL RELEVANCE

This study has practical relevance for the organization Orange8 and the service industry. When looking at the client, Orange8, the practical relevance of the research is broad. The organization gets a clear image of what platforms are the most effective for their needs and they get a good understanding of how these platforms should be designed (text, content, the use of storytelling) in order to transfer the correct message to both prospects and clients.

Not only Orange8 can benefit from the research, other (service) organizations can also benefit from it. Two studies are conducted. The first study will give an answer on how some marketing platforms and their content should be designed in order to reach the prospects and clients. Storytelling plays a big part in this content. This means that it will become clear which components of storytelling will work better for which platforms and if for instance the enrichment of the text has any influence. In the second study the focus is on the use of the narrator in the content published by the organization. The companies in the service and B2B branch will benefit the most from the outcome of this research, since the organization in question is mostly working in the B2B branch. This means that the outcome of this study can be implemented in the overall marketing strategy of related organizations in the B2B (service) branch. This can be used for other companies to make prospects clients and maintain them.

1.4 SCIENTIFIC RELEVANCE

This study will further search for the relevance of storytelling and its components in the marketing context. Storytelling has been researched a lot, with different outcomes. According to Grindle (2014) (digital) storytelling works in a sense that it influences human behaviour and according to Gilliam, Flaherty and Rayburn (2014) storytelling establishes a more positive attitude. These outcomes are contradictory with other studies that had the conclusive answer that storytelling does not work. Take for instance the research of Hengeveld (2016) about, among others, the effects of information vs. stories. In this research there was no difference between the information condition and the story condition and the influence on brand attitude, brand experience and brand trust. Another paper from Knippers (2017) also discussed the effectiveness of a form of storytelling, namely customer success stories compared with text that included information. Knippers (2017) also did not find any statistical evidence that storytelling works better than informational text. This contradiction is what is making the subject of storytelling interesting. Literature is telling us what storytelling is and that it should work (Van Riel, 2003; Rijnja, & Van der Jagt, 2013; Gill, 2011), but when it is measured or tested there are no results that say it actually works and makes a difference. In this study storytelling is tested again using a qualitative and quantitative study in order to create a more diverse and logically build research to find out if storytelling actually works and whether it is useful to apply in especially the marketing context.

2. THEORETICAL FRAMEWORK

The online environment is the place to be for B2B and B2C marketing. The options for publishing content in this environment are multiplying almost every day and it has become even harder to choose which content to create on what platform and for which target group. For a marketer the biggest challenge on this topic is to create engaging, compelling and outstanding content. Content are stories, news, information, ideas, messages, videos, products etc. (Berger, 2016). All these types of content, take for instance a story, can be distributed through different channels. Content marketing is not new and has been there for quite a while (Pulizzi, 2012). The definition of content marketing given by the Content Marketing Institute (2017) is: *“a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action”*. According to Lieb (2011) it can help people and it creates value because it can answer questions and it can provide foundational information people need in order to make purchase decisions or to recommend those purchase decisions.

2.1 STORYTELLING

Content marketing is, according to Pulizzi, all about storytelling (2012, p. 116): *“The idea that storytelling is key to attract and retain customers”*. Therefore, storytelling can be seen as a form of content marketing. The definition Gill (2011) is giving to storytelling is:

“A natural, engaging and deeper form of communicating across a diverse audience (often characteristic of organizations) as stories allow listeners to tap into their own personal elements and reach the same conclusion as the desired conclusion of the narrator”.

Sanders and Van Krieken (2018) are giving some examples of stories: a story from a book that parents are reading to their children before going to sleep, personal stories in magazines about extraordinary lives and lifestyles, the image stories people post through Social Media apps like Instagram, etc. These stories can be fictional or nonfictional (Jahn, 2005). According to McLellan (2006) stories provide many advantages, such as: making you feel you have been through a satisfying, complete experience; helping us identify and understand the forces impacting upon us; they are tools for empowerment; and stories can show us patterns and help us to make connections. Stories have the ability to surpass cultures, gender and age categories and consider the attention and imagination of the listeners/readers (Gabriel, 2008). Storytelling can be used in different ways, such as in education (Ohler, 2013), in the court room (Brown, 2014), in social care (McLean, & Tuite, 2016), but in this research the focus is on the use of storytelling in the marketing context. Different studies suggest that stories may add unique and favorable associations to the brand that is telling the story. It can even eventually increase the customer brand equity (Wood, 2000; Leone, Rao, Keller, Luo, McAlister & Srivastava, 2006). It also comes with media richness through the variety of channels it can be used (Gill, 2011) and according to Gardner (2004), stories can change people's minds and reinforce opinions.

Berger (2016) adds to the mentioned advantages of storytelling that stories in particular make information easier to share and easier to remember. Stories can be seen as vessels in which the information is travelling. It is however important that the information remains the core of the particular story, the reader should not be distracted by it. The advice Berger (2016, p. 197) gives in his book is that the information should be *“woven so deeply into the narrative that people cannot tell the story without mentioning it”*. By story is meant here all the events that are described and by narrative is meant how the story is being told.

Storytelling used in the organizational context can be done internally (to the employees) or externally (to the clients), and it can be used for all kinds of different purposes. According to Valerie and Li (2016), the use of storytelling in an organizational context can offer numerous advantages when it is used properly by the organization. These advantages are summed up by Denning (2005) as cited in Valerie and Li (2016) and can be found in table 1 below.

Table 1	
<i>Advantages of storytelling in organizational communication</i>	
1	Stories communicate ideas holistically, conveying a rich yet clear message.
2	Stories allow people to convey tacit knowledge.
3	Storytelling provides the context in which knowledge arises as well as the knowledge itself.
4	Stories are an excellent vehicle for learning.
5	Stories are memorable.
6	Stories can provide a 'living, breathing' example of how to do something and why it works.
7	Stories often lead to direct action.
8	Storytelling can help to make organizational communication more 'human'.
9	Stories can nurture a sense of community and help to build relationships.
10	People enjoy sharing stories, stories enliven and entertain.

As can be seen, there are a lot of advantages for an organization to use storytelling. Kowalewski (2013) even mentioned that there is no organization that could not use storytelling. However, there is a difference in storytelling in organizations and the traditional storytelling. In traditional storytelling the stories are for instance longer and more specific. The stories used in organizations have to be short and to the point (Denning, 2005). The subjects of storytelling in organizational communication are different from traditional storytelling and are in line with the advantages mentioned above.

"Storytelling is an important ability to possess to lead organizations into the future successfully", (Kowalewski, 2013 p. 53).

One form of storytelling that is more common nowadays, is digital storytelling. *"Digital storytelling is the modern expression of the ancient art of storytelling"* (Rule, 2010 p. 56). It has been researched a lot as a tool for all purposes (Barrett, 2006; Robin, 2006; Ohler, 2013) and has been here since 1990, but is used more often since the rise of the internet (Signes, 2010). This type of storytelling is telling a story with the use of different digital multimedia. This can be a video, an image, social media, but also audio or a graphic. Research about digital storytelling tells us that it can be relevant to use in many ways. The study of, for instance, Sarica and Usluel (2016) had the result that digital storytelling has a positive effect on the visual memory and writing skills of students. Research that has been done by Ohler (2013) on digital storytelling in the classroom found out that this creates new pathways to literacy, learning and creativity. However, not much research has been done on the use of digital storytelling for marketing purposes/in the marketing context.

2.2 COMPONENTS OF STORYTELLING

According to Meadows (2002) the essential components of storytelling can be divided into four: perspective, narrative, interactivity and medium. The component 'perspective' is left out of this study. A perspective is according to Sanders and Van Krieken (2018) a complex understanding that is, on a micro level, the way in which events in the story are being told from the sensory perceptions and/or the physical point of view from a character. On a macro level it refers to the way in which a character is being described as well as how a character is being referred to. In this study it is chosen to not focus on the character and the perspective, but rather on the narrator and narrative which are an important concept of the story theory according to Sanders and Van Krieken (2018). Therefore, it is chosen to use the remaining three components: narrative, interactivity and medium. These are further elaborated in this section.

2.2.1 Medium

This component does not focus on the actual story but on the medium and technology for storytelling (Meadows, 2002). The stories used in marketing can be placed on different platforms and channels. Research has been done on the different online platforms a service organization like Orange8 can use. This literature study can be found in appendix A. The reason why this research is conducted, was to find out which kind of online platforms there are and can be used. These platforms can be relevant in this qualitative research to find out if the platforms used by the organization has any influence on the way the customer perceives the message and the way the type of message influences the customer the other way around. Hüsken (2017) did a research about this last subject, the effect of post types, on a platform. In that research the platform was Facebook and the post types were awareness posts and conversion post. The outcome of this research was that both types generated something different (think about likes, comments, shares etc.). It is interesting to find out what kind of posts prospects and clients from Orange8 are expecting and are liking more.

Based on the literature found on these platforms in the comparison of them in appendix A, it has become clear that some of them are more suitable to use for service organizations. The platforms that are relevant are: Blog, Facebook, LinkedIn and e-mail marketing. For this further research LinkedIn and a blog are the mediums used. The support for this decision can be found in appendix A.

SQ1. Which online marketing platforms should be used according to clients and prospects?

2.2.2 Narrator

Thousands of years ago people were already communicating with each other in narrative forms. An aspect of the narrative is the narrator, which is an important concept in the story theory (Sanders & Van Krieken, 2018). A narrator is the authority who is telling the story. In a conversation the narrator is per definition also the teller of the story. In fiction, on the other hand, an author is admittedly the person who writes a story, but with writing that story the author is creating an imaginary narrator who is telling the events to the reader. Narrators are everywhere. In the newspaper telling today's news, on the other end of the telephone when it is ringing, in advertisements etc. (Meadows, 2002). There are two types of narrators, the overt narrator and the covert narrator. The overt narrator refers to him/herself in the first person ("I" and "we") and the covert narrator does not refer to him/herself ("he", "she", "they" etc.). This can also be referred to as 'intradiegetic' and 'extradiegetic' narrators (Sanders & Van Krieken, 2018).

The narrator can come to an audience's attention by showing signs of existing outside the narrative (story) he is telling, of having 'a life'. Such signs might include a name, a nationality or home town, a self-description, being part of a community of family, particular beliefs or opinions etc. I shall term such 'biographical' information 'quasi-biography', that is any reference to an 'external' or extratextual life of the narrator beyond a straightforward capacity to tell a story" (Morrison, 2012, p.30)

In the case of a (corporate) story for the organization in question, a narrator can for instance be a client who is telling his/her experience of a training he or she has participated in. In that case the narrator is overt and has come to an audience's attention by telling their name and their opinion. In the research of Hengeveld (2016) some results showed that people do also like employee testimonials because it made the story more personal. The research of Den Heijer (2013) also shows that employee messages are found to be more reliable, although, in this study it also became clear that consumer messages were more understandable. This was tested with the use of videos. In this study it will be researched if the outcomes of these studies are also true for both clients and prospects from Orange8 and service organizations in general.

SQ2. How should narrators be used in the content?

2.2.3 Interactivity

Interactivity is becoming more important these days with the development of digital media. Interactivity can be used in stories and can for instance be plot choices, mini-games and mechanism designed to let the audience decide how the story goes (Fields, Kafai, Strommer, Wolf, & Seiner, 2014). This mostly takes place in digital storytelling. When interactivity is in the story this is referred to as interactive storytelling. When for instance a plot choice is used, the audience is capable of changing the story by making decisions during the story. Each decision has a different consequence for the story itself.

Interactivity can also be the co-creation of something (Schau, Muñiz Jr, & Arnould, 2009). When an organization is co-creating, they are designing and producing with their target group. Even when an organization is asking their target group for ideas, this is considered co-creating and therefore interactivity is taking place (Sturm & van der Ham, 2016). This can be as little as asking the target group for their opinion or their experiences at the end of a story. This interactivity can take place in a broader perspective (just asking people/the audience in general) or by asking one person directly. With interactivity the clients and prospects of an organization can, for instance, help decide which subject(s) should be talked about on an online platform, or a discussion can be started. The readers are turning into editors and are creating a narrative flow through interaction.

Interactivity has been studied a lot in the educational sector and is proven to be effective. Take for instance the study of Croxton (2014) which concluded that interactivity is an important component for the satisfaction and persistence of online learners. Not only in the educational sector is it proven to be effective, also in the advertising world interactivity can be effective. Yang and Shen (2017) showed in their study that website interactivity can enhance consumer attitudes (based on 120 studies about interactivity). In this study it is interesting to find out if the interactivity for a service organization is useful, and if it is, what kind of interactivity is the best.

SQ3. How should the organization use interactivity on the online platforms?

2.3 ENRICHMENT OF THE STORY

Content can be found in all different shapes and sizes, online and offline. This content can be enriched with for instance a video, images, music or spoken texts. Two of these enrichments, video and image, are being researched in this study.

2.3.1 Images

When looking at social media just as a marketing platform, it is noticeable that images are becoming more important for telling a story. Take for instance the social media app Instagram, which is an image-sharing platform that enables users to take a picture and instantly post and share it with their friends. It is even possible to add filters to the picture (Ahmed, Lee & Struik, 2016). Apps related to the same concept are Flickr and Pinterest.

60% of the consumers who are searching for a particular organization are more likely to consider or contact that organization when an image pops up in their search (MDG Advertising, 2012). When looking at online articles, the articles with an image are getting 94% more views. These results make clear that an image is important. According to Cvijikj and Michahelles (2013) images determine, especially in the online context, the richness or vividness of the communicated content. The dual coding theory also assumes that images can be processed by both subsystems (verbal and imagery) (Paivio, 2014; Kardes, Cline, & Cronley, 2010). When an image is processed by both subsystems, this leads to higher communication effectivity according to Childers and Houston (1984) and makes the presence of an image stronger. Research from Trefzger, Baccarella and Voigt (2015) about Facebook posts already suggests that using images in posts is a good way to generate more likes on the post itself and the page of the organization posting it. All this suggests that images work when used as part of the story and as the story itself (when there is only the image and no text).

2.3.2 Videos

A video can be an enrichment, but it can also be a medium (think about YouTube). Not a lot of marketers are using this type of content because they do not see direct sales from it (Scott, 2015). However, videos can in particular increase the vividness of a brand post according to De Vries, Gensler and Leeflang (2012). It is important to stand out as an organization online since more and more organizations can be found there. Sabate, Berbegal-Mirabent, Cañabate and Lebherz (2014) conducted a research on Facebook pages of travel agencies in Spain and found out that Facebook videos have a positive impact on the brand post popularity. Trefzger, Baccarella and Voigt (2015) also did a research on videos in 530 Facebook posts of three automotive premium brands and found that posts with videos are more popular than posts without videos. However, the image did beat the video in that research. In the study of Den Heijer (2013) employees and consumers were recorded telling a testimonial in a video. The outcome was that the employee testimonial was more reliable than the consumer testimonial, but the consumer testimonial was more understandable than the employee testimonial. This suggests that the aspects in a video/of a video can also have an influence on the perception. Not much further research has been done on the use of videos on LinkedIn or on a blog. This is why videos as an enrichment of the content, or as the content itself (without text supporting it, as the story itself) is relevant to study together with the subject of the video.

SQ4. How should images and videos be used on the online platforms according to clients and prospects?

2.4 RESEARCH QUESTION

In the end, with all the literature found about content marketing, marketing, storytelling, digital storytelling etc. The following research question is being formulated:

‘How should storytelling and its components be used for a service organization in order to be relevant for their clients and prospects?’

For this thesis two studies were conducted. The first study was a qualitative study in which interviews with prospects and clients were used to find out how storytelling should be used. The second study was a quantitative study in which a questionnaire among prospects was used to find out if different narrators had any influence on for instance the attitude of prospects. The method of the first study will be elaborated in chapter 3, followed by the analysis and the results of that study. After that section it will be explained why a second study was conducted in chapter 4, followed by the method of that study. The analysis and results of the second study will then be further discussed in chapter 4.2. In the end in chapter 5 a conclusion is written about both studies, followed by the limitations and recommendations.

3. FIRST STUDY

In this section the method and the results of the first study will be further elaborated.

3.1 METHOD FIRST STUDY

3.1.1 Design

The method used for this research is qualitative in nature. A qualitative study provides more details and less distortion than data from other approaches (Dooley, 2001). According to Corbin, Strauss, and Strauss (2014, p. 4), qualitative research is *“a form of research in which the researcher or a designated co-researcher collects and interprets data, making the researcher as much part of the research process as the participants and the data they provide”*. For this research it was key to find out how participants thought about storytelling and certain other components/enrichments like an image or interactivity. With a qualitative method the participant can give any opinion instead of choosing an opinion from a list. This brings more perspective of the participants and their diversity (Flick, 2014).

For this research interviews were used. Interviews are the primary source when it comes to data collection in qualitative research methods (Merriam & Tisdell, 2015). The particular form of this interview is a semi-structured one. This form makes sure that the researcher has some kind of consistency when conducting the interview (Corbin, Strauss, & Strauss, 2014). More specifically, the topics are chosen based on literature, and all of these topics are talked about during each interview. In this way the researcher makes sure that every topic is being discussed.

3.1.2 Research population

For this research, the focus was on the prospects of Orange8 and the existing clients of Orange8. The division between those two participants has been made because the expectation is that there is a difference between them on the use of appreciation of storytelling. The existing clients of Orange8 are very diverse. Think about hospitals, ICT agencies, but also individuals in need of coaching. The clients also cover a diverse range of ages. The research population was therefore selected based on two guidelines divided in two types of populations: prospects and clients. For both types of populations the guidelines were that the age of participants was between the 18 and 65 years old and the participants had to be employed. The prospects were in the age range between 22 and 56 and the clients were in the age range between 25 and 47. The prospects had not had any contact with Orange8 yet and the clients were familiar with the training of Orange8 and had already participated in one. All the participants had Dutch as their native language since Orange8 is a Dutch organization and their content will eventually also be published in Dutch. The characteristics of the research population can be found in table 2 (prospects) and table 3 (clients).

Table 2

Research population of prospects.

Number	Age	Highest education	Years of work experience	Branch	Profession
1	53	HBO	30	Health care	Group leader
2	22	HBO	1.5	Event organization	Event organizer
3	42	MBO	26	Retail	Desk employee
4	22	HBO	4	Publishing	Marketeer
5	56	HBO	31	Building technique	Manager engineering

Table 3*Research population of clients.*

Number	Age	Highest education	Years of work experience	Branch	Profession
1	32	HBO	6.5	Bookkeeping	Organization specialist
2	38	HBO	20	Housing Corporation	Information manager
3	25	MBO	5	Laundry service	Financial employee and relationship manager
4	27	HBO	6	Design	Designer
5	47	HBO	28	Window decoration	Human Resource advisor

The participants were recruited in different ways. The clients were recruited through the database of Orange8. This was to make sure the clients were people who already participated in a training or coaching of Orange8. The clients were randomly asked to participate through a mail and five of them wanted to. A letter was developed for the clients to inform them about the research before they had to make the decision of participating. The prospects were found with the use of Social Media. The research was shortly introduced in a Facebook post and people were asked to participate in an interview. Five prospects were randomly chosen. The information letter was also used to inform these prospects. This letter can be found in appendix B.

3.1.3 Interview scheme

In the interview scheme for the semi-structured interviews, several subjects were based on the literature in the theoretical framework. Based on this literature several questions were developed in order to get the information needed. Based on the previous, five overall subjects were developed and further elaborated. The five subjects were: medium (platform), subject of the message, narrator, interactivity and the enrichment of the content (media). These five were the basis of the interview scheme and sub-questions were formulated to further examine those subjects. The whole interview scheme can be found in appendix C. This interview scheme is in Dutch since the interview was conducted with participants who had Dutch as their native language. Some (sub) questions were: 'Why do you think this platform fits with Orange8?', 'Why do you choose this kind of narrator and not the other one?', 'How would you like to provide input?', and 'On which platforms would you like to see videos?'.

3.1.4 Procedure

The interviews were conducted at several places which were pre-arranged with the participants. Some of them were conducted at the office of Orange8, and some at home or at the office of the participant. One of the interviews was conducted with Skype. The interviews took place in a quiet room with almost no distractions. At the start of the interview the participants were informed about the research. This was done with the information letter which can be found in appendix B (which was also used for the recruitment of the participants). After the participant had read this letter, he or she had to sign the informed consent. This was to make sure the participant was participating voluntarily. This informed consent can also be found in appendix B.

Before starting, the participants were informed about Orange8 and what this organization is/does. This was only relevant for the participants that did not know the organization (prospects). The information about Orange8 was as followed:

'Orange8 is a training-, coaching-, and consulting company based in Enschede (Overijssel). It is a young and small company that employs a number of permanent trainers and a few freelancers. Orange8 is the most active in the B2B (Business to Business) branch. The company has started a new chapter and has developed a new training called 'effective working'. A study on productivity has come with eight sources that are the basis for the training. If all these sources are in balance then the person in question is at his/her best.

Orange8 tries to revitalize trainings and wants to get rid of the mindset that most people have about a training agency. It is often thought that training sessions are boring, theoretical, non-personalized, impersonal, traditional and so on. Orange8 wants to convert all theories into useful information and tailor-made tips for the customer. Through training and 1 on 1 coaching, Orange8 learns customers to work effectively and to go home with an empty mailbox.'

The clients did not receive this information since they had already participated in a training/coaching of Orange8. However, the clients were asked if they could tell what Orange8 is. This was to make sure the participant knew the organization well. After this information, the introduction to the case was told to both clients and prospects. The introduction was:

‘With the beginning of a new chapter and a new mindset, the marketing of Orange8 also should get a boost. Orange8 wants to create more brand awareness by means of their online presence. Through this research the organization wants to find out how the target group thinks about the online presence of the organization and what they expect. Which platforms should be used? Which type of writing? Should it be amusement or purely business? We will now start the interview about these topics and more. Keep in mind the organization, Orange8, and how they should be online visible.’

After this introduction the participants were asked to fill in the question form which can be found in appendix D. This form included 5 questions about personal characteristics. The recording of the interview and the interview itself started when all the above was finished and all the papers were signed. The actual interview lasted about 20 minutes. The participants knew that if they had a question, they could ask them at any time during the interview. When the interview ended, the recording of the interview stopped. The participants were thanked and were asked if they would like to receive a copy of the results when the research is finished.

3.1.5 Data analysis

3.1.5.1 Recordings and documentation of the interviews

The interviews were recorded with a smartphone app called ‘spraak recorder’. One of the interviews was conducted with skype. This conversation was recorded with a program called ‘Free video call recorder for Skype’. The recorded interviews were transcribed and put into Word.

3.1.5.2 Code book

The transcribed interviews in Word were transferred to AtlasTi for the coding procedure. The code book used for this coding procedure can be found in appendix E. This code book was based on the leading five subjects, but also on the additional topics that came up for discussion during the interviews (table 4). Almost all participants have discussed these topics during the interviews. The formation of the code book was the deductive approach. In this approach, according to De Lange, Schuman and Montessori (2016), the researcher starts from the theoretical notes as they are presented in literature on the subject in question. Some examples of codes used are: It fits the organization, videos should be used, it shows who you are as a company, LinkedIn.

A second coder coded two interviews with the same code book. With these results and the results of the researcher the interrater reliability, the Cohen’s Kappa, was established. The Cohen’s Kappa for all the topics can be found in table 4.

Table 4		
<i>Cohen's Kappa</i>		
Subject	Topic	Kappa
<i>Medium (platform)</i>	Medium	.903
<i>Subject of the message</i>	Subject	.731
<i>Narrator</i>	Telling factor	1.0
	Aspects of a story	.793
	Narrator	1.0
<i>Interactivity</i>	Interactivity	.571
	Providing input	1.0
	Contacting the organization	1.0
	Following content	1.0
<i>Enrichment of the content (media)</i>	Images	.853
	Videos	1.0
<i>Other</i>	Days of publication	1.0
	Amount of publication moments	.333
	Time of publication	1.0
Total with interactivity and amount of publication moments		.908
Total without interactivity and amount of publication moments		.932

As can be seen the kappa of all the topics together is .908, which means that the codebook used for this study was reliable. The only adjustments that have been made is the deletion of codes from the codebook that were not used by the researcher or the second coder. These are yellow in the code book that can be found in appendix E. The only two topics that were not that high are the interactivity and the amount of publication moments. The total kappa without these topics is higher: .932.

After a discussion with the second coder, it has become clear why the two topics 'interactivity' and 'amount of publication moments' were low. For 'interactivity' the definitions of the codes used were not clear enough. The first and second coder had different thoughts about the codes which made that both coders used them differently. For 'amount of publication moments' the interpretation of the codes was also not clear. 'Amount' itself was interpreted in different ways by both coders (one thought it had to be a number, the other thought it did not have to be a number and it could also have meant 'a lot' of 'often' etc.). Both the researcher and the second coder have come to an agreement on the definitions of the codes and why there was a difference between them. Both topics were therefore included in the study and the results of these topics will be elaborated in the results section.

3.2 ANALYSIS AND RESULTS FIRST STUDY

In this chapter the results of the first study will be discussed. These results are based on the theoretical topics used and the codes from the codebook that were linked to them. During this research a distinction has been made between clients and prospects. The results of these two types were therefore also divided for each topic so the potential difference can be seen. All the different topics are elaborated in this chapter. Some tables are not placed in this chapter because there were a lot of them. Some tables are therefore placed in appendix F.

3.2.1 Medium

The first topic was the medium that fits the organization best. As can be seen in table 5 the medium that the clients and the prospects thought that fitted the organization the best was **'LinkedIn'** (n=26) followed by **'Facebook'** (n=22). The reason for this choice was mostly for **'business purposes'** (n=12) followed by **'showing who you are/face to the organization'** (n=10). One client answered: *'In the first place LinkedIn, especially because the target group of the organization can be found there. So in the business market, I guess.'* Another client thought *'An organization like Orange8 has to have a lot of connections to give a training, so a lot of clients. These can be found on LinkedIn'*. What was interesting was that most of the participants said that the **'business purposes'** was more of a reason for choosing **'LinkedIn'**, and **'showing who you are/face behind the organization'** was more of a reason for choosing **'Facebook'**. This decision can be explained with the fact that LinkedIn is seen as a professional matchmaker and as Facebook in a suit (Van Dijck, 2013). This might be the reason why **'business purposes'** is chosen as a reason for using LinkedIn.

'Sharing of information' (n=7) was a more popular reason for prospects to choose the particular medium (n=4). One prospect said: *'I think that organizations on LinkedIn are often looking for information about other organizations'*. **'Entertainment'** (n=1) and **'showing expertise'** (n=3) were not that popular. **'Instagram'** (n=7) was the less popular choice for both clients and prospects.

Not much of a difference can be seen in the choice of a medium and the reason for this choice when it came to the two types of participants separately. The only differences were in the choice for **'Twitter'** as a medium (n=3 for the clients and n= 9 for the prospects) and the choice of the reason **'showing who you are/putting a face to the organization'** (n=7 for the clients and n=3 for the prospects). This may have something to do with the openness of the organization. When a client participated in a training, they already know what the training is about and want to see more of the organization. A prospect does not know what the training is about and might want to learn more about that subject and the possibilities. A prospect wants to know what the organization is selling, a client already knows what it is selling and want to see more.

Table 5
Codes participants for the topic 'medium'

Topic	Code	Client	Prospect	Total
Medium on first place	LinkedIn	14	12	26
	Facebook	12	10	22
	Blog	8	5	13
	Twitter	3	9	12
	Instagram	4	3	7
Explanation choice first medium	Business purposes	5	7	12
	Showing who you are/face behind the organization	7	3	10
	Sharing of information	3	4	7
	Fits the organization	4	3	7
	Wide reach on the platform	1	4	5
	Target group present on platform	2	2	4
	Increasing visibility	1	3	4
	Showing expertise	2	1	3
	Entertainment	1	0	1

3.2.2 Subjects

Organizations can talk about several subjects on the different mediums. In table 6 the subjects the participants mentioned during the interviews can be found. **'Trainings'** (n=13) was the subject that was mentioned the most for both types of participants. The rest of the subjects in the list were not mentioned more than three times. **'Trainers'** (n=2) and **'practical tips/tools'** (n=2) were not even remarked by prospects and **'results'** (n=1) and **'Entertainment'** (n=3) was not mentioned by the clients. When looking at the subjects an organization like Orange8 can talk about, trainings are the focus because that is the product the organization is selling. This can be the reason why this is a popular topic to choose in combination with the particular organization. Clients and prospects want to know what the product is all about and what the organization is offering.

The clients' reason for choosing these subjects was to **'get more information'** (n=5). This is in line with the previous fact that **'trainings'** is a popular subject. A client mentioned during the interview that *'the way of training you use, the trainings you give, so also the subjects of those trainings'* was important when choosing a topic. Clients wanted to get more information, and for the prospects it was because they thought it was **'important for the prospects of the organization'** (n=3). A prospect said: *'What is important for us as an organization, the business aspect'*. This last reason was not mentioned by the clients. The reason **'being distinctive'** (n=2) was only remarked to ones, by both types of participants.

Table 6

Codes participants for topic 'subject'

Topic	Code	Client	Prospect	Total
Subjects content	Trainings	8	5	13
	Experiences of clients	1	2	3
	Entertainment	0	3	3
	Trainers	2	0	2
	Practical tips/tools	2	0	2
	Results	0	1	1
Explanation subjects content	More information	5	2	7
	Triggering participants to participate in a training	3	1	4
	Important for prospects of the organization	0	3	3
	Being distinctive	1	1	2

3.2.3 Telling factor

In table 23 in appendix F the topic 'telling factor' can be found. This means the way in which the text is written. For instance, whether it was based on facts or based more on experiences. When it came to which telling factor the organization should use, the distribution between the **'scenic'** (n=4) and the **'factual/business factor'** (n=4) was equal. For some of the clients it was **'up to the type of client addressed'** (n=2) and for some prospects it was **'up to either the platform/medium used'** (n=1) or **'the subject'** (n=1). This makes clear that the telling factor can depend on several factors for both prospects and clients.

For the 'why' behind the decision in the telling factor there was also not a clear majority. **'Personality'** (n=4) and **'the practical side of the organization'** (n=4) go straight on. *'Factual/business because I associate Orange8 with practice. They just tell you how something works'*, was the statement of one of the clients. The rest of the reasons for choosing a particular telling factor were all divided. A prospect mentioned that *'if you want to make it more personal, you should use 'I' and 'We' I guess'*. Clients thought **'factual/business type of texts are not easy to read'** (n=1) and prospects **'do not have time to read a text'** (n=2) or think **'factual/business is too superficial'** (n=1). On this last reason a prospect answered: *'if you keep it more factual, it sounds superficial but that is absolutely not wat Orange8 is about'*.

3.2.4 Aspects of a story

The next topic is 'aspects of a story'. With this topic the participants were asked what kind of aspects a story should contain, what makes a story a story? As can be seen in table 24 in appendix F, the '**personal vision**' (n=3) and '**longer, more text**' (n=3) were leading. '*A story is more from a personal point of view, not from a business point of view*' said one of the clients who participated in this research. However, the '**personal vision**' was important to the clients and the '**longer, more text**' was important to the prospects. This may have something to do with the fact that prospects are searching for more information about the organization because there is a chance that prospects are buying a service. A client already bought the service and is looking for a more personal touch. They already know the organization and what it is selling. '**Describing**' (n=2) was the runner up together with '**experiences**' (n=2). A prospect answered '*a story has examples in it, they make it more lively. It is just not a short business text*'. Here the '**longer, more text**' also came back as a reason. On this topic there was also a difference between the clients and the prospects. The prospects found '**describing**' (n=2) more important and the clients '**experiences**' (n=2).

3.2.5 Narrator

The narrator is the 'who speaks' in the narrative/story. It is the speaker or the voice. As said there are two types of narrators, an overt and a covert one. Almost all of the participants chose '**overt**' (n=9). Only one of the clients said it was depending on the subject which type of narrator should be used ('**both overt and covert, depends on subject**', n=1). There was almost no difference between the clients (n=4) and the prospects (n=5), as can be seen in table 7. The covert narrator was not chosen. A prospect said the following about a covert narrator: '*I think that Orange8 is an organization that comes very deep into the roots of an organization when doing a training, and with the use of he/she more of a distance is created*'.

When it came to the 'why' behind the chosen narrator the opinions were divided. Most of the participants said '**it fits the organization**' (n=5), some found it '**more personal**' (n=3). One prospect said '**the personal side appeals more**'. Other participants said that it '**creates less of a distance**' (n=3). '*Yes, the overt narrator. I think it fits an organization like Orange8 the best*' was the answer of a prospect. There was not that much of a difference between the clients and the prospects for this topic. '**More pleasant reading**' (n=1) came at the bottom of the codes, only one prospect said this. Labots, de Geus and Griffioen (2017) are writing that personalization is one of the marketing trends in 2018. This can explain why the overt narrator is chosen and not the covert narrator. People like more personal messages because they are overwhelmed with information online.

The last number, number 11, is about the teller. Who should the teller (narrator) be? It '**does not matter, as long as it is clear who speaks**' (n=6) was said by both clients (n=3) as prospects (n=3). '**Clients**' came in second for the prospects (n=2). '**Employees**' (n=1) and '**depends on the subject that is talked about**' (n=1) both came in third for the prospects. '*It depends on where the problem is. If a training has been given for employees then I would prefer to read the result/story of an employee. I think it depends on who is the closest to the subject talked about*', said one of the prospects. This last code was also mentioned by one client (n=1).

Table 7
Codes participants for topic 'narrator'

Topic	Code	Client	Prospect	Total
What type of Narrator	Overt narrator	4	5	9
	Both covert and overt, depends on the subject	1	0	1
Explanation choice of narrator	It fits the organization	2	3	5
	More personal	1	2	3
	Creates less of a distance	1	2	3
	More pleasant to read	0	1	1
Who should the narrator be	Does not matter, as long as it is clear who is speaking	3	3	6
	Depends on the subject that is talked about	1	1	2
	Clients	0	2	2
	Employees	0	1	1

3.2.6 Interactivity and providing input

When it came to interactivity on the mediums, **‘both broad and direct interactivity’** (n=9) should be used according to the clients (n=5) and the prospects (n=4) as can be seen in table 8. A client answered *‘I would do it both. Who does not dare, who does not win’*. One prospect even said that *‘I think it’s daring. There are only a few organizations that do it. It should be done more often’*. The **‘broad interactivity’** (n=2) and **‘direct interactivity’** (n=1) were not chosen that much. The reason why both types of interactivity was chosen is equally divided between as well the clients and prospects. **‘More personal, showing that they are more interested’** (n=4) and **‘as long as it is not a sales talk or in a pushing way’** (n=4) are leading for both types of participants. A prospect answered *‘It should not, of course, be overwhelming like ‘Oh, someone responded, we should directly send a message’*. One client said **‘increasing visibility’** (n=1) for the reason for the type of interactivity used and one client said the **‘attract more customers’** (n=1) was the reason. One prospect also said **‘looking for/triggering a discussion’** (n=1) was the reason.

Table 8
Codes participants for topic ‘interactivity’

Topic	Code	Client	Prospect	Total
Interactivity	Both broad and direct interactivity	5	4	9
	Broad interactivity, multiple persons at once	1	1	2
	Direct interactivity, direct towards one person	1	0	1
Explanation of interactiviteit	As long as it is not a sales talk or in a pushing way	2	2	4
	More personal, showing that they are interested	2	2	4
	Looking for /triggering a discussion	0	1	1
	Increasing visibility	1	0	1
	Attract new customers	1	0	1

When it came to providing input on the mediums, a lot of participants (n=7) said that they would **‘provide input’**, as can be seen in table 9. Most of these participants were clients (n=5). Two prospects said **‘not providing input’** (n=2) and one prospect had **‘providing input only on LinkedIn’** (n=1) as an answer. More clients are willing to provide input. A possible explanation for this outcome is the fact that clients already know the organization and have more of a connection with them. Prospects are not familiar, and therefore the threshold might be too high.

The main reason for providing input was **‘self-interest’** (n=5). *‘If I benefit from it, then I would provide input’*, according to one prospect. **‘Adjusting for the right training’** (n=2) and **‘giving an opinion’** (n=2) were both runner ups. About the **‘adjusting for the right training’** one client said *‘Yes, I think it is important that you keep giving the right trainings based on what the people need’*. One prospect was **‘reserved’** (n=1) when it came to providing input.

Table 9
Codes participants for topic ‘providing input’

Topic	Code	Client	Prospect	Total
Providing input	Providing input	5	2	7
	Not providing input	0	2	2
	Providing input only on LinkedIn	0	1	1
Explanation of providing input/not providing input	Self-interest	3	2	5
	Adjusting for the right training	1	1	2
	Giving an opinion	1	1	2
	Reserved	0	1	1

3.2.7 Images

The topic images is part of the enrichment of the content. All participants said that **'images'** (n=10) should be used on the mediums. Most prospects said this was because **'it appeals to people, it triggers'** (n=3), *'It makes it definitely more interesting and I must say, when I see an image, I wil look at the message quicker than when I just see text'*, was the statement of one of the prospects. Most clients, however, said it was because of the **'functionality'** (n=2) as can be seen in table 10. This is in line with what MDG Advertising (2012) said about the number of views. Articles with an image are getting 94% more views than articles without them. When it comes to the function of an image, the opinions are divided between **'part of the text'** (n=5) and **'both'** (n=5) which means images can be used as part of the text as well as individually (without text). The reason why the participants chose these functionalities was mostly because **'it depends on the image itself'** (n=3). One client said it was because the **'image should have a function'** (n=1).

'Trainings' (n=11), **'trainers'** (n=10) and **'events'** (n=10) were the subjects an image should contain according to both the clients and the prospects. About **'trainers'** a client answered *'I think it is interesting at the moment I know I am participating in a training. Then I would like to receive a 'welcome' from the trainer with a picture and some background information about that trainer'*. **'Events'** was important for one client because *'events are nice content. The next time I see an image of an event I can think 'I want to participate next time, it looks fun'*. **'Employees'** (n=8) was also a popular subject for an image. Images with **'entertainment'** were not that popular (n=1). The **'why'** behind these decisions were divided between **'it gives a face to the organization'** (n=4), **'functionality'** (n=2), **'only if I participate in a training I want to see images'** (n=3), **'getting an insight in the training'** (n=5) and **'physical contact is more important than a photo of the trainer'** (n=1). **'Gain inside into a training'** was important to prospects (n=5) but not to clients (n=0) as well as **'physical contact is more important than a photo of the trainer'** (n=1 for prospects, n=0 for clients).

The size of the image used **'did not matter'** (n=8). A client said **'as long as the image is sharp'**. A total of 5 participants thought the same (n=5) and **'in relation to the rest of the content'** (n=5). According to most prospect the images can be used on all platforms (n=4). This was also said by two clients. Some clients wanted to see images on **'all platforms except Twitter'** (n=1) and some only wanted to see images on **'all platforms except a blog'** (n=1). One prospect only wanted to see images on a **'blog and LinkedIn'** (n=1).

Table 10
Codes participants for topic 'images'

Topic	Code	Client	Prospect	Total
Presence of an image	Show images	5	5	10
Explanation presence of an image	It appeals to people, it triggers	1	3	4
	Functionality	2	0	2
	It makes it more visual	0	2	2
	It makes it more interesting	0	1	1
Kind of image	Trainings	4	7	11
	Events	5	5	10
	Trainers	5	5	10
	Employees	4	4	8
	Entertainment	0	1	1
Explanation of kind of image	Gain insight into a training	0	5	5
	It gives a face to the organization	3	1	4
	Only if I am participating in a training I want to see images	2	1	3
	Functionality	2	0	2
	Physical contact is more important than a photo of the trainer	0	1	1
Platforms used for images	All platforms	2	4	6
	All platforms except twitter	1	0	1
	All platforms except a blog	1	0	1
	Blog and LinkedIn	0	1	1

3.2.8 Videos

In table 11 the topic videos can be found. There was only one client that did not want to see videos on the platforms **'no videos'** (n=1). The rest of the participants did want the organization to **'show videos'** (n=11), mostly because **'it is more pleasant than reading a text'** (n=2). This reason was only chosen by clients. *'With a video you can show people what is happening during a training of Orange8 so they have a feeling'*, was said by one of the clients. Prospects did not mention a reason for why videos did or did not had to be present on the platforms. That showing a video is popular can have something to do with the increase of the vividness of a brand post (De Vries, Gensler and Leeflang, 2012).

The videos are particularly appreciated when **'situated individually'** with not too much text (n=9). One client wanted to see videos **'as addition to the text'** (n=1). The reason why the individual functionality was chosen most is because **'the video speaks for itself, text is unnecessary'** (n=5), the other reason was **'appeals earlier'** (n=3). With the text next to a video it can become too much information.

'Trainings' (n=9), **'Events'** (n=9) and **'Testimonials'** (n=9) were the three subjects both clients (n=4) and prospects (n=5) would want to see in a video. This was mostly because these subjects in videos were **'showing what you are doing as an organization'** (n=5) and it was **'triggering new clients'** (n=3). A prospect mentioned the following about **'testimonials'**: *'Yes, I think that it might be inviting several people to participate in a training of whatsoever'*. Two clients said it was because **'it lingers because it is interesting'** (n=2), one client said it was because it **'looks fake'** (n=1) and one client thought it **'takes a lot of time to watch'** (n=1). One prospect also thought it **'makes it more personal'** (n=1).

'1-2 minutes' was said by most participants to be the ideal length of a video (n=7), some said it was **'0-1 minutes'** (n=3) and the minority said it was **'2 minutes or more'** (n=2). The reason for the chosen lengths was mostly because **'it has to stay interesting'** (n=5). The other two reasons were **'it does not linger when the video is longer'** (n=2) and **'a short impression is a video, so it should not be too long'** (n=2). This last reason was only said by clients.

Where the participants wanted to see the video were divided. On a **'Blog or LinkedIn'** (n=4) only came in second beneath **'all platforms'** (n=5).

Table 11

Codes participants for topic 'videos'

Topic	Code	Client	Prospect	Total
Presence of a video	Show videos	4	7	11
	No videos	1	0	1
Explanation presence of a video	It is more pleasant than reading a text	2	0	2
	Usefull for the organization	1	0	1
Kind of videos	Trainings	4	5	9
	Events	4	5	9
	Testimonials	4	5	9
	Other reason	1	0	1
Explanation behind kind of videos	Showing what you are doing as an organization	2	3	5
	Triggering new clients	1	2	3
	It lingers because it is interesting	2	0	2
	Looks fake	1	0	1
	Takes a lot of time to watch	1	0	1
	Makes it more personal	0	1	1
Platforms used for videos	All platforms	2	3	5
	Blog and LinkedIn	1	3	4

3.2.9 Following content

Does the content published make the participants want to follow the content when reading it? This can be seen in table 12. Clients (n=4) and Prospects (n=6) wanted to follow the content **‘when it has an appealing topic, is relevant and recognizable’** (n=10). A client said *‘If it is a subject that appeals to me, I will follow the organization. So it depends on what is published’*. Three clients wanted to follow it when there was **‘information’** in it for them’ (n=3) and some participants wanted to follow it when **‘it is different from the rest, unique/distinctive’** (n=3). *‘I also want to see things that I do not expect. Things that are unique and distinctive’*, was said by one of the clients. This means that the reason for following content of an organization online is different for clients as well as prospects. People are overwhelmed with information online (Labots, de Geus, & Griffioen, 2017) and have to be careful what content to follow in order to keep the available information to a minimum. The information therefore has to be unique and relevant in order to be interesting for the particular person.

Table 12

Codes participants for topic ‘following content’

Topic	Code	Client	Prospect	Total
When to follow the content	When it has an appealing topic, is relevant and recognizable	4	6	10
	Information	3	0	3
	If it is different from the rest, unique/distinctive	2	1	3

3.2.10 Publication, time and frequency

Does it matter on which day the content is being published? Table 31 in appendix F shows that the **‘beginning of the week’** is the best day for publishing content (n=5), although this was mostly said by clients (n=4). *‘I know that within our organization everyone is saying you should publish something on Monday or Tuesday and not at the end of a week’*, was the answer of one of the clients. **‘The end of the week’** (n=2) was a good moment for publication according to two clients, as well as **‘throughout the week’** (n=2) was for prospects. In the **‘weekend’** (n=3) and **‘it does not matter’** (n=3) were in the middle.

The why for these codes were not that conclusive and prospects mentioned no **‘why’** at all. **‘It depends on the subject which day is best for publication’** (n=3), **‘more time to read at that moment’** (n=2) and **‘preparing for the next week’** (n=2) were all mentioned by clients. Everyone has different schedules throughout the week. This can explain why some of the respondents choose the weekend or the end of the week as their moment of preparation for the next week because they have more time to read at that moment.

‘2-3 times weekly’ (n=4) was the right amount of publication in a week according to most of the clients (n=3). This data can be found in table 32 of appendix F. *‘2 or 3 times a week. Not every day, then it becomes too much’*, answered a prospect or the organization. Some clients also said **‘once a week’** (n=2) was enough *‘with more you are participating in overkill’*. Some prospects believed **‘1 or 2 times monthly’** (n=2) was enough. These amounts were justified by **‘no overkill should arise’** (n=5) and **‘it is not interesting when there is too much publications or if there is almost no publication’** (n=4). This last reason was mostly said by clients (n=3). According to TTM Communicatie (2017) the right amount of posts for one week is for LinkedIn at least twice a week and for Facebook at least three times a week. Both are in line with **‘2-3 times weekly’** which was said by most respondents.

Table 33 in appendix F shows the results for the topic **‘time of publication’**. For most participants this was in **‘the morning’** (n=6), for some it was in **‘the evening’** (n=3) and one prospect said it **‘did not matter’** (n=1). The reason for these times of publication was conclusive, the participants then had **‘time to read’** (n=7). *‘Personally, I scroll through Social Media in the evening when I sit on the couch after work’*, was the answer of one prospect. Here it also becomes clear that respondents have different schedules and have spare time at different moments during the day.

3.2.11 Contacting the organization

When it came to contacting the organization, all participants wanted to ‘**contact the organization**’ (n=10) after seeing content as can be seen in table 13 beneath. This content ‘**gives a face to the organization**’ (n=2) and according to some clients they were contacting the organization ‘**when the organization and the subjects of the content are appealing**’ (n=2).

When the participants were planning on contacting the organization, most of them wanted to use the ‘**telephone**’ (n=9) followed by ‘**mail**’ (n=7). ‘*just call them, then you will get an immediate answer*’ was the answer of a prospect during the interview. ‘**Website**’ (n=3) was not a popular choice for contacting the organization. The reason why the participants used the telephone or mail were because of the ‘**personal contact**’ (n=4) and ‘**it is quicker, you will get a direct answer**’ (n=4). One prospect answered to why mail was not preferred: ‘*You’ll always have to wait with e-mail*’. Although, ‘**LinkedIn**’ was also popular with two clients ‘*I must honestly say that lately I have been using LinkedIn more*’, was the answer of one of the two clients.

Table 13

Codes participants for topic ‘contacting the organization’

Topic	Code	Client	Prospect	Total
Contacting the organization after reading content	Contact the organization	5	5	10
Explanation behind contacting the organization	Gives a face to the organization	1	1	2
	When the organization and the subjects of the content are appealing	2	0	2
How to make contact with the organization	Telephone	3	6	9
	Mail	4	3	7
	Website	2	1	3
	LinkedIn	2	0	2
	Other	1	0	1
Explanation on the way that is used to contact the organization	Personal contact	1	3	4
	It is quicker, you will get a direct answer	2	2	4
	Depends on the question	1	0	1
	Depends on the moment/mood	0	1	1

3.2.12 Summary of the results

The majority of the clients and the prospects had similar opinions about the different subject that were talked about in the interviews. This is contradictory to what was expected before conducting this research. For instance the best mediums according to both prospects and clients were LinkedIn and Facebook, which was somewhat in line with the outcome of the literature study in appendix A. Here it was said that LinkedIn and Facebook were alike and that LinkedIn was Facebook in a suit (Van Dijck, 2013). Orange8 is mostly active in the B2B industry, which was the reason why Facebook was not chosen in that literature study as a platform that should be focused on. However, according to the respondents Facebook was also important, more important than a blog (as a segment/page on the website). The reason for the clients for choosing these particular mediums was more interesting. Here it was said that the medium chosen should be used to show a face behind the organization. For prospects this was purely because of business purposes. This can have something to do with the fact that prospects do not know the organization and want to know what it is selling and offering. Clients already know the organization and are possibly looking for a more personal touch. 'Trainings' as a subject of the stories was mentioned more by clients than prospects. However, each prospect mentioned it once. This means all respondents found trainings the best subject for the content that should be published.

For both prospects and clients the overt narrator was preferred over the covert narrator. This is contradictory with the narrator which is used the most in Dutch corporate stories according to the research of Janssen, Van Dalen, Van Hoof, and Van Vuuren (2012). The person actually telling the story, the narrator itself, did not matter as long as it was clear who was telling the story. This was especially the case with the clients. However, prospects also wanted to see clients telling the story and some of them wanted to hear the story from employees. People were looking for opinions from others and employees telling their story because it makes the story more personal (Hengeveld, 2016). When it came to providing input, the clients were more willing to provide input than the prospects. However, these clients were only willing to provide input when it is for their own sake. This may have something to do with the fact that clients already know the organization. Prospects do not know the organization, and the threshold to respond might be too high.

When it came to the enrichment (images and videos) there was not really a difference between the clients and the prospects. They all wanted to see both (however one client did not want to see videos) and found the same subjects important for these enrichments (employees, trainings, events and trainings for images and trainings, events and testimonials for videos). The outcome that videos and images are important is also in line with the literature on these subjects (De Vries, Gensler and Leeflang, 2012; MDG Advertising, 2012). Prospects wanted to follow the content when it was relevant, recognizable and had an appealing subject. Clients wanted to follow the content for several reasons, but here the most important reason was also that the subject was appealing, relevant and recognizable.

4. SECOND STUDY

Based on some of the results of the first study a second study was conducted. In this second study the focus was on the prospects of the organization. When prospects read and see content coming from the organization online there are some things that are important to them based on the interviews in the first study. The narrator was one of these things. Narrators are everywhere. They are an important concept in the story theory, as mentioned by Sanders and Van Krieken (2018) in the theoretical framework. Narrators can also be found in corporate stories. During the interviews in the first study, all prospects said that the overt narrator is preferred over the covert narrator (table 7). This was mostly because the prospects thought it fitted the organization best. Openness and transparency of the organization is key. As mentioned before, personalization is said to be one of the marketing trends in 2018. People are overwhelmed with information online and really want the content to fit to their needs and be open and personal (Labots, de Geus, & Griffioen, 2017). There is, however, a difference in who the prospects thought the narrator should be. For most of them it did not matter as long as it was clear who was speaking, but according to some of them the client should be the one telling the story and one prospect believed an employee should be the narrator.

A narrator is the authority telling a story (Sanders, & Van Krieken, 2018). This authority can be anyone. The author can be the narrator but the author can also create a narrator. Based on the results of the first study, three corporate stories were written with different narrators. Each text had the same beginning and the same ending, the only difference was the middle part. The first story had a client who spoke about a training as the middle part, since the client is the type of narrator chosen the most by the prospects during the first study. The second story had one of the trainers speaking about a training in the middle part since this was also a type of narrator that was chosen by one prospect. The third and last corporate story had the organization itself talking about a training to keep it neutral. Here the narrator was not a specific person.

According to Pelsmacker, de Geuens and van den Bergh (2013), consumers are more likely to be receptive to arguments in favour of the brand advertised when these consumers hold a positive attitude towards the communication. Two of the variables mentioned in the dual mediation hypothesis, elaborated by Pelsmacker et al. (2013) which is an attitude model, were used in this second study. Namely attitude towards the brand and attitude towards the text/ad. The attitude towards the text is divided in three sub-components: feeling, knowing and understanding. The attitude towards word of mouth has something to do with the marketing aspect. If someone likes the text and the organization, it is possible that that person is more likely to tell others about the brand or product mentioned in the text (Kim, Han, & Lee, 2001).

The intention to follow the content and the intention to contact the organization were also tested for all three stories. In the first study, all prospect said they wanted to follow the content of the organization when the subject of the content was relevant, appealing and recognizable. So here, the expectation was that the prospects were more willing to follow the content after reading the corporate story 'client'. This story had the client as a narrator which suggests this text was more likeable. The intention to contact the organization was also likely to be higher on the corporate story 'client'. In the first study all prospects said they were willing to contact the organization after reading/seeing content of that organization.

Concluding, in this second study the attitude towards the brand, text and word of mouth were measured to see if there would be any difference in the attitude for each narrator type. The expectation for this second study was that all the attitudes were higher when the prospect has read the first corporate story with a client as the narrator. But this is based on the first study. Based on literature the corporate story 'employee' should lead to a more reliable result than the rest and the corporate story 'client' should lead to a more understandable results compared to the rest (Den Heijer, 2013). The hypotheses, which can be found at the end of this section, are based on the results of the first study which was the starting point of this second study.

Based on this, the following research question was used for the second study:

‘What influence does the narrator in a story have on the attitude towards the brand, the attitude towards the text, the attitude towards word of mouth, the intention to follow the content and the intention to contact the organization?’

The hypotheses that can be made for this second study were based on the mentioned variables. It was based on the fact that in the first study most of the prospects wanted the narrator to be the client, followed by an employee. This is however a low statistic based on qualitative research. It is interesting to find out if what is mentioned in the first study is true when it is being tested in a quantitative way. It is, however, still important to keep in mind that the prospects also answered that it did not matter as long as it was clear who was telling the story. This second study was conducted to see if there was really a difference in the type of narrator.

H: Compared to the corporate story ‘trainer’ and corporate story ‘neutral’, the corporate story ‘client’ will result in a higher:

- A:** Attitude towards the brand
- B:** Attitude towards the text (feeling, knowing and understanding)
- C:** Attitude towards word of mouth
- D:** Intention to follow the content
- E:** Intention to contact the organization

4.1. METHOD SECOND STUDY

For the second research, a different method was used to find out which type of narrator works best for prospects. In this section the method will be further elaborated.

4.1.1 Design

For this second study a 3×1 design was used to measure whether the used narrator type had any influence on the dependent variables. Therefore, the independent variable was 'narrator type' existing of three corporate stories. The five dependent variables were 'attitude towards the brand', 'attitude towards the text', 'attitude towards word of mouth', 'intention to follow the content' and 'intention to contact the organization'. All these variables can be found in table 14.

Table 14

Independent and dependent variables

Independent variable	Dependent variables
Narrator type 'client'	Attitude towards the brand
Narrator type 'employee'	Attitude towards the text
Narrator type 'neutral'	Attitude towards word of mouth
	Intention to follow the content
	Intention to contact the organization

The distribution of the participants between the three corporate stories was done with the use of random assignment. Random assignment to the groups offers the best way of assuring equivalence of two or more groups on both measured and unmeasured variables (Dooley, 2001). With the use of random sampling the potential sample bias will be minimum. This ensures that the sample is representative and the validity high.

4.1.2 Research population

The focus for this study was on the prospects of the organization, Orange8. It was important that these participants had not participated in the first study and had not (yet) participated in a training of the organization. The prospects were recruited through Social Media. On Facebook and WhatsApp, followers, friends and acquaintances were asked to participate and to share the research in order to gain more participants. There was a total of 110 responses of which 100 answered all of the questions and thus were used for this study. Some of the participants who did not complete the questionnaire did not answer some questions and others just stopped when the corporate story was shown. There were two participants who already had a training/coaching of the organization or had been in contact with the organization. Since these two are therefore no prospects, they were excluded from this research. One participant answered all the questions the same, this participant was also excluded.

The age of these participants (prospects) was between 17 and 62 years old. The average age was 31,45 years old and most participants answered with University of Applied Sciences (hbo) when asked about their highest level of education. In table 15 the distribution between the three corporate stories and the age, gender + education level can be seen. From the total of 100 participants, 67 were female and 33 were male.

Table 15

Distribution of the participants over the materials

	Corporate story 'client'	Corporate story 'trainer'	Corporate story 'neutral'
N	33	31	36
Average age	30,90 (19-54)	30,35 (17-58)	32,88 (18-62)
Male	7	11	15
Female	26	20	21
Education level			
Lower Vocational Education (vmbo)	0	0	2
Higher General Secondary Education (havo)	5	1	5
Pre-University Education (vwo)	1	1	3
Intermediate Vocational Education (mbo)	6	7	7
University of Applied Sciences (hbo)	10	16	14
University (wo)	11	6	6

4.1.3 Materials

The actual materials used in this second study were three types of corporate stories. Each story was overall the same, except for the middle part. In each story someone else was the narrator. In corporate story 'client' someone who had participated in a training of Orange8 was telling about her experience. In corporate story 'trainer' a trainer from Orange8 was telling how the training is designed and in the last story 'neutral' there was not a particular person who was speaking. This story was kept more general. All the corporate stories were designed as a part of a company LinkedIn page. This was to make sure the stories looked credible. LinkedIn was chosen as a platform since this platform was a favorite among prospects during the first study to be used by an organization (table 5). All three stories can be found in appendix G. The corporate story 'client' can already be seen in figure 1.

4.1.4 Measurements

Several variables were being measured: attitude towards the text, attitude towards the brand, attitude towards word of mouth, intention to follow the content of the organization and intention to contact the organization. The questions that measured the variable 'attitude towards the brand' came from the research of Spears and Singh (2004). This variable was measured using a seven-point semantic differential format. The questions used in the study of Spears and Singh (2004) were transformed in statements. One of the statements used was 'I think this is a good organization'. Another section with statements measuring the same topic came from the research of Janssens and De Pelsmacker (2005). This was also measured using a seven-point semantic differential format. An example of an item was 'I have a positive attitude towards the brand'.

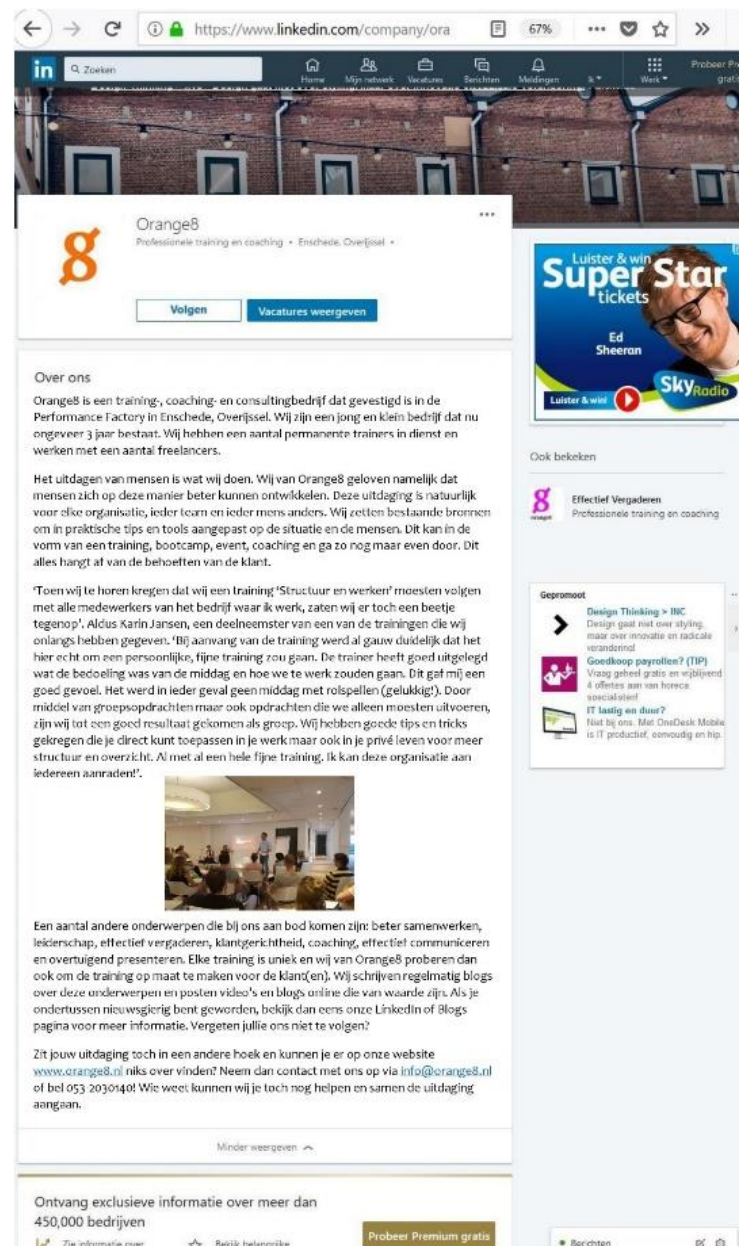


Figure 1 Corporate Story 'client' used in the second study

The attitude towards the text was measured with statements from the same research of Janssens and De Pelsmacker (2005) as mentioned earlier. In this research an advertisement is mentioned and not a message or a story. However, according to Van Riel and Fombrun (2007, p.144) a corporate story is ‘*a structured textual description that communicates the essence of the company to all stakeholders, helps strengthen the bonds that bind employees to the company, and successfully positions the company against rivals*’. So a corporate story is in a way a message that sells the organization who is writing. The statements used in this study and mentioned in the research of Van Riel and Fombrun (2007) are all based on ‘a message’ and were therefore relevant to use for measuring the attitude towards the text. This attitude was divided in the attitude towards the text ‘knowing’, ‘feeling’ and ‘understanding’.

The topic attitude towards word of mouth was measured with statements that came from the research of Kim, Han and Lee (2001) as mentioned in the research of Kim, NG and Kim (2009). An example of one of these statements is: ‘I would recommend the organization to my friends and family’. The last two variables, intention to follow the content and intention to contact the organization, were measured with one question: if the participant had the intention or not. There were two control questions in the end of the questionnaire. These questions were about previous contact with the organization and previous participation in a training of the organization. Since this second study was focusing on prospects, clients did not participate. Some statements were reversed and made negative in order to increase the reliability and to make sure the participants read the questions thoughtfully.

Table 16

Cronbach's Alpha of the dependent variables

Variable	N. of Items	Cronbach's Alpha
Attitude towards the brand _i	6	.80
Attitude towards the text, total _i	11	.85
Attitude towards the text, feeling _i	4	.83
Attitude towards the text, knowing _i	4	.79
Attitude towards the text, understanding _i	3	.77
Attitude towards word of mouth _i	3	.84

_i 7-point Likert scale (1=strongly disagree, 7=strongly agree)

In table 16 the Cronbach's Alpha can be seen for the dependent variables attitudes towards the brand, attitude towards the text (feeling, knowing and understanding) and the intention towards word of mouth. When looking at the Cronbach's Alpha all the variables were high enough (above .7). All the questions regarding these variables were tested on a 7-point Likert scale starting with 1=strongly disagree and ending with 7=strongly agree. A 7-point Likert scale was used instead of a 5-point Likert scale. This was done because a 7-point scale has a higher reliability than a 5-point scale (Allen & Seaman, 2007). Some of the questions were inverted. These questions have been inverted back into a positive one during the analysis. All the questions can be found in appendix H. The questions were in Dutch.

4.1.5 Procedure

The link of the questionnaire was spread through Facebook and WhatsApp. When a participant clicked on the link, they were redirected to the questionnaire itself. First an introduction appeared with all the information about the research itself. A short description of what the participant could expect and the contact information of the researcher was given in case they had any questions before, during or after the questionnaire. The introduction page ended with a question the participants had to answer in order to start the questionnaire. This question was asked to make sure the participant agreed with what was said and was participating in the research voluntarily.

When the participants agreed with the information, they were redirected to the actual questionnaire which started with some personal characteristic questions. After that they saw one of the three corporate stories. These stories were randomly displayed to each participant, so the participant only saw one of the three stories. Beneath the corporate story the variables were measured with several questions. First the attitude towards the brand was measured, second the attitude towards the text, third the intention towards word of mouth, fourth the intention to follow the content of the organization and lastly the intention to contact the organization. The last two questions were about the familiarity with Orange8. This was to make sure the participants did not participate in a training of the organization or were already familiar with the organization. The last page of the questionnaire contained a thank you message from the researcher and the contact information of the researcher was displayed again. By clicking the last button, the questionnaire ended. The whole questionnaire took about 10 minutes to complete for each participant.

4.2 ANALYSIS AND RESULTS SECOND STUDY

In this section the analysis and the results of the second study can be found. The descriptive statistics of every dependent variable is discussed and can be seen in table 17. In this table the significance of every variable is also displayed. An ANOVA test was conducted to find out the test of between subjects design effects.

Table 17

Combined descriptive statistics of the dependent variables

	Corporate Story 'client'		Corporate Story 'trainer'		Corporate story 'neutral'		<i>F</i>	<i>P</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Attitude towards the brand ₁	4.80	.81	5.01	.92	4.86	.83	.51	.61
Attitude towards the text total ₁	4.69	.96	4.79	.79	4.63	.87	.28	.76
Attitude towards the text, feeling ₁	3.90	1.20	4.19	1.20	4.09	1.24	4.6	.63
Attitude towards the text, knowing ₁	5.16	.87	5.15	.84	4.90	1.08	.83	.44
Attitude towards the text, understanding ₁	5.10	1.2	5.12	1.12	5.00	1.25	.10	.91
Attitude towards word of mouth ₁	4.21	1.18	4.83	1.33	4.63	1.00	1.12	.33

₁ 7-point Likert scale (1=strongly disagree, 7=strongly agree)

4.2.1 Attitude towards the brand

Table 17 shows the descriptive statistics of the attitude towards the brand. When looking at the means, there was not that much of a difference between the three corporate stories. The test of between subjects design effects showed that there was not a significant effect.

4.2.2 Attitude towards the text

Table 17 also shows the descriptive statistics of the attitude towards the text. Here, the results were also not significant. When looking at the different aspects of the attitude towards the text separately (feeling, knowing, understanding), there was also not that big of a difference between the corporate stories and these results were also not significant as can be seen in table 17. In the end, the attitude towards the text feeling did scored lower on all three stories compared to knowing and understanding. Knowing and understanding are more of a cognitive component, these reflect the knowledge and evaluation (Pelsmacker et al., 2013). Feeling is an affective component and lets us, in this case, know that the prospects had a more neutral feeling with all the stories. A feeling cannot be measured. This can be the reason why this aspect of the attitude towards the text is more neutral compared to knowing and understanding. These two can be measured.

4.2.3 Intention towards word of mouth

The descriptive statistics of the intention towards word of mouth can be found in table 17. The test of between subjects design effects showed that the corporate stories did not have a significant effect on the intention towards word of mouth.

4.2.4 Intention to follow the content and to contact the organization

A Chi-square test was conducted to see if the corporate story had any influence on the intention to follow the content. According to this test, there was not a difference in the intention when the story was different ($X^2(2) = .89$; $p = .64$). The same test was done to see if the corporate story had any difference on the intention to contact the organization. Here, there was also not a difference in the intention to contact the organization when the story was different ($X^2(2) = 1.83$; $p = .40$). This means that both intentions were not significant.

Table 18

Descriptive statistics intention to follow the content and to contact the organization

	Corporate Story 'client'	Corporate story 'trainer'	Corporate story 'neutral'
Intention to follow the content			
Yes	10	9	14
No	23	22	22
Intention to contact the organization			
Yes	6	10	8
No	27	21	28
Total	33	31	36

4.2.5 Summary of the results

Five hypotheses were formulated for this second study. These hypotheses can be found in the beginning of chapter 4. With the results of this second study it can be concluded that none of these hypotheses can be approved since none of the results were significant.

5. CONCLUSION AND DISCUSSION

5.1 FIRST STUDY

In the first study the focus was on stories and the components of it. The research question formulated for this first study was:

‘How should storytelling be used for a service organization in order to be relevant for their clients and prospects?’

For the answer of this question, 10 interviews were conducted about several components and enrichments regarding a story. To begin with, Meadows (2002) mentioned that there were several components of storytelling. The components that were mentioned and used in the interviews were: narrator, medium and interactivity. Besides these components, the enrichment of these stories was also discussed. For each of these components a sub question was formulated which will be answered in this section. Starting with online marketing platforms, the first sub question was:

SQL. Which online marketing platforms should be used according to clients and prospects?

This first sub question concerns the marketing platforms the stories/content can be told on. When looking at the results of the interviews, both clients and prospects preferred LinkedIn and Facebook as the best online marketing platform. LinkedIn, however, is more popular than Facebook. ‘It shows who you are as an organization’ was the reason for this choice for clients. For prospects this reason was ‘business purposes’. When looking at the literature in appendix A from the research that was conducted, LinkedIn is placed fourth in the top 5 biggest social media platforms in the Netherlands (van der Veer, Boeke, & Peters, 2017). This means it is already a popular online platform, but it’s daily use is increasing with 33% compared to 2016. This explains why LinkedIn is chosen as the best platform to use.

When looking at Facebook in the same research of van der Veer et al (2017), it is a more popular platform in the Netherlands with 7.5 million users in 2016. Facebook has been chosen second in the first study. This can be explained by the fact that the interviews and the decisions were based on a service organization (Orange8) and not on the use/likeability of the platforms in general. As van Dijck (2013) mentioned, LinkedIn is ‘Facebook in a suit’. It is a more professional network compared to Facebook, which is seen as a social utility platform (Lapin, 2011). This explains why ‘business purposes’ was the reason mentioned the most by the choice of LinkedIn and ‘showing who you are as an organization’ was the reason mentioned the most by the choice of Facebook. In the overview in appendix A.4 the assumption is made that Facebook is not that good of an online platform to use for Orange8 since the organization is mostly about B2B. It has become clear that this assumption is wrong. Clients as well as prospects wanted a service organization like Orange8 to use Facebook, only for different reasons than the use of LinkedIn. Facebook is even more important than a blog according to the participants in the interviews. The answer to this sub questions is therefore: LinkedIn and Facebook should be used as online marketing platforms according to clients and prospects. It is however important that a difference should be made in the content that is published on these platforms.

SQ2: Which types of narrator should be used in the content?

Narrators are the topic of the second sub question. According to four of the clients of Orange8, an overt narrator should be used in the content published by the organization. Only one client said it did not matter if an overt or covert narrator was used. This depended on the subject that was talked about. The reason for the choice of the overt narrator was for most clients because it fitted the organization. One of them thought it was more personal and the last client thought it created less of a distance. For all prospects of Orange8 the overt narrator is preferred over the covert narrator for different reasons like: it fits the organization, it is more personal, it creates less of a distance and it reads easier than the covert narrator.

The extradiegetic narrator (covert narrator) is not part of the story, but is telling it. This type of narrator can, according to Sanders and Van Krieken (2018), come off as a preachy type of narrator and is a subjective way of telling a story. This subjectivity can make it less trustworthily since subjective is defined as *“based on or influenced by personal feelings, tastes or opinion”* (Oxford Dictionaries, 2018). The intradiegetic narrator (overt narrator) is part of the story itself, it is the I-teller. Since this narrator is really part of the story, the people reading the story can consider them to be more credible. This can explain why the overt narrator (intradiegetic narrator) is preferred by both clients and prospects. The answer to the sub question is therefore: the overt narrator (intradiegetic narrator) should be used in the content written by Orange8. This can be in the first person singular (I) or the first person plural (we).

SQ3. How should the organization use interactivity on the online platforms?

When it comes to interactivity, there was broad interactivity (directed at multiple people at once) and direct interactivity (directed at one person directly) that organizations could use on the online platforms. The participants in this first study almost all preferred both types of interactivity. This was mostly because it was said to be more personal, but it was important that it did not become a sales conversation or a conversation in a pushing manner. Based on the statements of some of the participants, it has become clear that interactivity should be used on the online platforms, but with caution. One client of Orange8 remarked on the direct interactivity: *‘I do not find it a problem, as long as, in my opinion, it is not directly a matter of sales’*. So the organization should not try to make the client buy anything with the first message they send. Another client said that it was ‘ok’ to use direct interactivity as long as the person to whom the message is directed to already placed a reaction on some form of content on the platform. As long as the person to whom the message is directed did not place any reactions or any attempts to contact the organization (most likely a prospect), direct interactivity can be tricky.

This is the same for the prospects of the organization. According to one of them, direct interactivity can be good as long as it is a friendly message, not sales or pushy. This all might have something to do with online privacy. According to Golbeck (2013), there is an increased number of problems arising from the information that is shared online on social media websites. Interest in the information online and the associated risks are growing. When someone on LinkedIn receives a message from someone that is not familiar, for instance a prospect of Orange8, it may create doubts about how that organization found you. Especially if that message is about some kind of sales activity instead of a friendly message asking to be your friend on the platform. This could be why some of the participants are suspicious about direct interactivity.

Research has shown that interactivity does work on several fields, including advertising (Yang, & Shen, 2017). Together with the outcome of this study, the answer to this sub question is: the organization can use both broad and direct interactivity. However, when direct interactivity is used, it is important to keep in mind what kind of person you are writing to. When this person has not sought out any contact in the past, you as an organization have to think twice about sending a direct message and what to put in that message. When this person has already placed, for instance, a reaction to one of your posts, you can send a direct message but not in a pushy/sales kind of manner. In the end, interactivity is a positive way to get in contact with clients and prospects according to the participants.

SQ4. How should images and videos be used in stories on the online platforms according to clients and prospects?

The literature in the theoretical framework already mentioned that images are becoming more popular. Articles with an image are getting more views and organizations are more likely to be contacted when images are used in their communication (MDG Advertising, 2012). This explains why all participants wanted to see images in the communication of the organization.

This was mostly because the participants thought it to be triggering and appealing or because of its functionality. It can enhance the text by letting people see, in an image, what is talked about in the text. The subjects in those images should be, for both clients and prospects, images of trainers, trainings and events. Trainings were especially important for prospects because they can get an insight into what is going on during a training of the organization. Clients found it important that images were showing the face behind the company (a look behind the scenes). An organization should, these days, be transparent. The trustworthiness of the organization is the key to effective communication (Miller, & Sinclair, 2009). With images an organization can show their clients and prospects what is going on inside their organization. These images can be published as part of the text or as just an image without a big description according to the participants.

When it comes to videos, there was only one participant (a client) that did not want to see videos on the online platforms. The other participants did want to see videos. The reason for this choice was only mentioned by some clients, namely: it is useful for the organization and it is more pleasant than reading a text. The subjects these videos should contain are for all participants the same: trainings, events and testimonials. Here the main reason is the same for the choice of the subject of the image, namely that it shows what you are doing as a company. A look behind the scenes. The transparency that is talked about with images (Miller, & Sinclair, 2009), also applies to videos when looking at the answers of the participants. When it comes to the publishing of a video, it should be just the video without too much text, according to the participants.

Based on the results of the first study, the answer to the sub question is: images and videos should be used in stories on the online platforms. The subjects that are relevant for images are: trainers, trainings and events. For videos the important subjects are: trainings, events and testimonials. Not much text should be used when a video is published. An image can be published by itself or as a part of the text.

5.1.1 Research question

Based on the above, an answer can also be formulated for the main research question of this first study ‘How should storytelling be used for a service organization in order to be relevant for their clients and prospects?’: Stories can be very helpful for a service organization to use to be relevant for their clients as well as their prospects. The particular narrator that works best for both types of clients and participants is the over narrator in the first person singular (I) or plural (we). These stories should be published on LinkedIn and Facebook. However, the stories with an ‘business aspect’ fit more on the LinkedIn platform and the stories with a ‘behind the scenes’ aspect fit more on the Facebook platform. When the organization wants to get in contact with their clients and prospects with the use of interactivity, both broad and direct interactivity can be used. With direct interactivity it should be considered whom the person is that you are trying to reach. If this person has not sought any contact in the past (most likely a prospect), it can be a tricky move to contact this person directly. When the person has sought contact in the past (most likely a client), a message can be send as long as it is friendly and not sales related. The way in which the text will be written is important here. Images and videos should be used as an enrichment of the stories. Images of trainers, trainings and events work well as well as videos of trainings, events and testimonials. Not much text should be used when a video is published, an image can be published by itself or as a part of the text.

Studies already said that using storytelling has advantages. It can influence human behaviour in a positive way (Grindle, 2014) and it can establish a more positive attitude (Gilliam, Flaherty, & Rayburn, 2014). Although more research has to be done specifically on those attitudes and behaviour, it can be said based on the previous results that clients and prospects feel positively about the use of storytelling in the marketing context. Both types of participants do think differently about several components of storytelling, but also agree on some topics. Storytelling can be used for both, so for prospects to become clients and to maintain those clients.

5.2 SECOND STUDY

In the second study the focus was on the narrators in a corporate story and the effects it had on several dependent variables. The research question formulated in this research was:

‘What influence does the narrator in a story have on the attitude towards the brand, the attitude towards the text, the attitude towards word of mouth, the intention to follow the content and the intention to contact the organization?’

The test of between subjects design effects did not show a significant effect on all the attitudes. This means that the three corporate stories did not have any effect on the attitude towards the brand, the attitude towards the text and the attitude towards word of mouth. A Chi-square test on the intentions gave the same answer, not a significant result. An explanation for this outcome might be that there was a difference between the answers from the participants in the first study on the narrative. There was not that big of a difference between the ‘client’ (n= 2) and the ‘employee’ (n=1). Since this is not that big of a gap in the first study, it could explain why there is not that big of a gap in the results of the second study between the three stories. Participants did say here that the narrator did not matter as long as it was clear who spoke. This can be an explanation of why there is not that much of a difference in the results. However, research has shown that, in for instance testimonials, the employee telling their story is found to be more reliable and the consumer as a narrator was found to be more understandable (Den Heijer, 2013). This study showed that different types of narrators have different effects on the people who read/see the story. However, ‘perceived understanding’ was also tested in this second study as part of the attitude towards the text. These results showed that an employee was found to be more reliable. These results are not significant and the differences are minimum. All this information was why it was interesting to further explore the effect of the narrative. Another explanation for the outcome of this second study can be that the participants only saw one of the three stories. It can be possible that if the participant had stories to compare the differences between the stories would become much more clearer and the results significant. This all means that the narrator does matter but the differences are small when tested.

However, what is interesting to see is that despite the fact that the results were not significant the second corporate story ‘employee’ scored the most positive on all dependent variables but two. This was the story where an employee was the narrator. This is interesting to see since the employee as a narrator in a story was the narrator that was mentioned by only one prospect during the interview in the first study, but it is in line with the outcome of the study of among others Den Heijer (2013). There are studies that say otherwise. The study of Janssen, Van Dalen, Van Hoof, and Van Vuuren (2012) showed that in Dutch corporate stories the most commonly used narrative perspective was that of the third person (62,2%). This is contradictory to what the participants in both the first and second study preferred. A lot of research suggests that narrators are an important concept in the story theory and are indispensable (Sanders & Van Krieken, 2018; Meadows, 2002; Morrison, 2012), but when the narrator itself and its influence are being tested, there is not a significant difference or influence that can be detected (Hengeveld, 2016; Den Heijer, 2013). In the study of Scheerder, Karreman and De Jong (2017) the effect of the character in corporate stories is also being tested based on the fact that literature suggests it is an important part of the corporate story. Here, however, the results also showed that this character does not have any effect.

Based on the previous information and the results of the second study, the answer to the research question is: The narrator in a story does not have any influence on the attitude towards the brand, the attitude towards the text, the attitude towards word of mouth, the intention to follow the content and the intention to contact the organization. This was due to the fact that the results of the study were not significant.

5.3 LIMITATIONS AND RECOMMENDATIONS

5.3.1 Limitations and suggestions for further research

There are some limitations to both studies. In the first study interviews were conducted with a total of 10 participants (5 clients and 5 prospects). For this study it was enough to come up with remarkable results on all the different subjects that were talked about and no new information was gathered during the last interviews. Looking back, the subject narrator remains interesting. With the qualitative study the results were that the type of narrator did matter, but when this was tested in a quantitative study there were no big differences. More research can be done in different and new ways in order to find out if it really matters in practice. With more information on this subject, the second study could have been more reliable. Having more participants can be helpful in coming up with more information. Another perspective can be used.

When looking at the second study and its questionnaire used, especially the intention to contact the organization and the intention to follow the content could have been extended with some follow up questions in order to find out why the prospects did or did not want to follow the content or contact the organization. Another way of dealing with these two dependent variables would be to scale them to a 7-point Likert scale and asking the participants how likely it is that they would contact the organization or follow the content. Both could be helpful in coming up with more insight into the 'why' of the prospects and the intention.

The corporate stories used were developed in such a way that the differences were minimum, apart from the middle part. This was to make sure that if the results were different, the reason why it would be different could only be this middle part and the narrator used in that section. However, based on the non-significant results, this was not the case. In the future it might therefore be worth considering to let the participants read all three texts and let them answer questions about the three as well as point/blank ask them which one they prefer. The participants would then have something to compare and most likely will develop a preference for one of them. The one story that was displayed to them now, may seem good. But when another story was displayed next to the first story, it is possible that the first story may seem less pleasant or more pleasant compared to the second one.

For further research it can be interesting to use different types of narrators in different ways, starting with if the use of overt and covert narrators have the influence that is predicted and after that if the type of narrator has any influence when used in different settings. Next to corporate stories, these narrators can be set in all kinds of different settings and all kinds of different persons can be those narrators. Storytelling is used a lot and narrators are an important part of this. More practical research can be relevant in order to test the literature about the subjects. For instance the research of Gilliam, Flaherty and Rayburn (2014) about the influence of storytelling on a positive attitude. With a research based on these positive attitudes, this can be tested in the marketing context. In the second study of this research attitudes were measured, but only in the narrator context. Further research can also be done with the focus on human behaviour. Research does suggest that storytelling has an influence on it (Grindle, 2014), but with a study on the exact behaviour of participants that see storytelling in a marketing context this theory can be strengthened or weakened. These limitations, and the things that went well in both studies, can be taken into account when performing a new research based on this subject. Admittedly the second study did not produce a significant result, but the first study has given a deeper insight into what prospects and clients prefer when it comes to storytelling, content and platforms that should be used for service organizations like Orange8.

5.3.2 Recommendations for practice

When putting all the results together, some recommendations for practice can be made for both Orange8 and service organizations in general. When it comes to which platforms an organization should use, the best choices are LinkedIn and Facebook. When using these two online platforms it is important to keep in mind that there is a difference in the content that you, as an organization, want to publish on which platform. Business associates posts work best on LinkedIn and a 'look behind the scene' works best on Facebook. The text and stories that a service organization publishes have to be open and personal. The best way to do this is to use an overt narrator, which means that the first person singular (I) or the first person plural (we) should be used. Whomever this 'I' is, does not matter. It can be a client, employee or 'we' as the organization itself. Next to the text written, it is important to use images and videos as an enrichment. These can for instance trigger clients and prospects. The subjects that are relevant for images are: trainers, trainings and events. For videos the important subjects are: trainings, events and testimonials. Not much text should be used when a video is published, an image can be published by itself or as a part of the text.

When a service organization wants to get in contact with their prospects and clients through interactivity, it is important to keep in mind in which target group the person is located. With broad interactivity it is possible to reach a large group, so here it is less critical, but with direct interactivity one person is being contacted. If that one person has not sought out any contact in the past, you as an organization have to think twice before sending a direct message. If not formulated well this message can come across as pushy. When formulated well this can have benefits for your organization since it shows that you are interested. When it comes to people who have already sought contact with the organization it is more likely that a message will be well received, as long as this is not a pushy or sales related message.

Based on the information of particularly the first study, storytelling is useful for service organizations to use in their communication towards clients and prospects. This is in line with what literature is telling about storytelling and the positive associations it has (Scheerder, Karreman, & De Jong, 2017). These are however mostly based on conceptual theories, and not on empirical studies. When a component of storytelling is tested in the second study, no effect can be found even though literature and the results in the first study suggests that narrators are indispensable in a story/corporate story. Both narrators and storytelling in general and especially in the marketing context have to be studied more.

This aside, service organizations in general can have benefits of this study for both attracting new customers and maintaining clients. Although Orange8 was the organization that was central in the questions, the results are applicable to other service organizations as well. New information has been given on for instance how marketing platforms should be used and how enrichment of the content works in the eyes of the customers. It is, however, important for all service organizations to keep the target group in mind at all times. With the technological developments and the way people use online platforms nowadays, it is wise to experiment every now and then to see if that what the organization publishes still works for the target groups and the goals that you are trying to reach. This can change over time. In the end, this study does come up with some ideas and suggestions on how to make striking stories.

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Appendix A: Comparison of platforms

A.1 Literature search

The organization in question does not sell products but services. The service market is a market that is rapidly growing and it even dominates the economy in most nations across the world (Lovelock & Patterson, 2015). The marketing of these services, the service marketing system, represents all the different ways in which the customer may learn about or encounter the organization in question (Lovelock & Patterson, 2015). There is a difference in the service marketing system for a high-contact service and a low-contact service because all services differ in the way the customers are contacted.

In the literature study an answer to the question: *'What are current online marketing platforms and which marketing platforms fit the new identity of Orange8?'* is searched for. Organizational identity is often described as that which is distinctive, core and enduring about the character of an organization (Gioia, Schultz & Corley, 2000). A lot of research has been done in the past on the organizational identity and most of these researches build on the idea that the identity is a relational construct. This relational construct is formed in the interaction with others (Albert & Whetten, 1985; Ashforth & Mael, 1989; Dutton & Dukerich, 1991; Hatch & Schultz, 2002). According to Cornelissen, Haslam and Balmer (2007) organizational identity can also be seen as a system of shared meaning which is related to the identity of the organization as a whole.

The identity of Orange8 will be aligned to different online marketing platforms in order to see where the target group can be found and for what purposes the platforms are used (does this fit with the identity and what Orange8 wants to accomplish?) First the marketing platforms will be further explored with a literature study. This search will give a clear view of the organization itself and the different platform(s) that are efficient to use and further positively elaborate the organization. Through marketing techniques of positioning and image creation, organizations constantly attempt to influence and shape the impressions of their company (Berg, 1989). In the research of Christensen from the year 1995, which is conducted 22 years ago, it was mentioned that marketing was probably one of the most important and influential institutions. That said back then and with the new developments and new economy right now, marketing innovation (a new term used more in literature) is still important and is growing in its importance (Ilić, Ostojić, & Damjanović, 2014). The main objective of marketing innovation is according to Ilić et al. (2014) to improve the identification process and to give profitable satisfaction. This means that marketing is an important aspect in the distribution of the organizational identity and everything belonging to this identity.

A.2 The online marketing environment

In the online marketing environment there are a lot of different platforms that can be used by an organization (and their clients) to spread information and to advertise the organization itself. Every platform has its own way to communicate and to reach out to people, it has its own sort of 'identity', purpose and target group/users. The number of ways to communicate is still increasing and the marketing rules are changing because of it (Scott, 2015). Especially the online platforms are increasing and are used more often by people and organizations. Nowadays there are more than 3,5 billion internet users around the world (Internet live stats, n.d.) and that is why this research is focusing on the online marketing platforms an organization like Orange8 can use. The platforms that will be studied in are blogs, Facebook, LinkedIn, Instagram and e-mail marketing. After this study the identity of Orange8 will be aligned with the platforms in order to find out which platforms will work best.

Social media is an important part of the communications mix according to Tuten and Solomon (2014) and most of the platforms are increasing in their users (Van der Veer, Boekee, & Peters, 2017). This is an important part in the online marketing environment nowadays. This is the reason why social media platforms are also being explored. Social media has different definitions in literature, the definition used in this research is the definition from Kaplan and Haenlein (2010, p.61) “a group of internet based applications that builds on the ideological and technological foundations of Web 2.0, and it allows the creation and exchange of user-generated content.” This means that the content on the applications is constantly shared, produced, consumed etc. by all kinds of different users.

Social Media has changed the way of interacting with each other and with companies (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Companies are trying to engage their stakeholders in online discussions by using social media platforms like Facebook. The biggest motive for organizations and brands to use social media is to enhance their trustworthiness, brand attitude and customer commitment (van Noort, & Willemsen, 2012 and Weinberg, & Pehlivan, 2011). Dijkmans, Kerkhof and Beukeboom (2015) found in their research that the consumers’ social media use is positively related to the online company engagement and the consumers’ online company engagement is positively related to the corporate reputation. This means that the use of Social media by companies could have big benefits for their corporate reputation.

Every year Newcom research & consultancy B.V. is conducting the biggest social media research in the Netherlands. Their research is based on the participation of 8194 participants from 15 year and older. In their research about the year 2016 (van der Veer, Boekee, & Peters, 2017) it has become clear that WhatsApp is still the biggest social media platform used in the Netherlands (10,9 million users) followed by Facebook, YouTube, LinkedIn and Instagram. The other platforms are Twitter, Pinterest, Snapchat, Tumblr, WeChat and Foursquare. This research will focus on the biggest platforms, but it will exclude WhatsApp and YouTube. WhatsApp is an instant messaging app which enables users to send and receive messages, including audio, video, pictures etc. (Church, & de Oliveira, 2013). It is mostly used one on one or for small groups, for the exchange of more information and for a corporate purpose it is not suitable. YouTube is not a text based platform and is used to upload, view, comment on or create content (Burgess, & Green, 2013). This research will focus on text, this is why YouTube is left out as a platform. Instagram is also not primarily text based but is chosen to research since text is present on Instagram beneath the pictures and is supporting and explaining the picture.

A.2.1 Blog

The first online marketing platform that will be researched is a blog, in this case a corporate blog. A blog is a fast and relatively cheap medium to spread knowledge. A corporate blog is especially a good tool to ‘claim’ certain knowledge to the outside world in order to let them know the organization using it is an expert on that subject (Minazzi, 2015). Corporate blogs are web 2.0 tools, their use relies heavily in the social component of it. This is especially so since knowledge management is a complex social process (Iglesias-Pradas, Hernández-García, & Fernández-Cardador, 2015). Organizations who are using a blog are mostly representing the intention and desire from the organization by communicating and participating in conversations with their stakeholders (Minazzi, 2015). To sum up the reasons why a blog is used by an organization, the list of Ma and Zhang (2007) will be used:

1. Claiming certain knowledge.
2. The use and creating of an alternative form of media.
3. Expanding the corporate communication.
4. The establishment of the community.

According to the same research of Ma and Zhang (2007) a corporate blog can also be used for more practical purposes such as optimizing the search engine ranking. The current search engines like Google and Yahoo are giving high credits to constantly updated and link-rich web pages such as blogs. This doesn't have to cost a lot of money.

A corporate blog can create a wide reach when used properly. According to Ahuja and Medury (2010) it becomes clear that the reach will increase when the degree of interactivity of the online medium increases. This means that the comments function on a blog is also important, especially to generate a wider reach. But who are reading and commenting on these blogposts? This depends on the subject of the post. A male who likes cars has probably no need to read a blogpost about the newest fashion trends for instance. This means that it is important that the writer of the blog keeps the target group in mind in order to make an excellent fit.

A.2.2 Facebook

Facebook, is a popular Social Networking Site (SNS) which enables users and organizations to share stories, build relationships, engage in conversations etc. Users of Facebook can connect to different brands and organizations by liking their page. Once they have done so, they will receive news feeds and updates from the organization/brand (Shin, Pang, & Kim, 2015). Users can also get in contact with different people and organizations/brands by sending them a message, by writing on their timeline or by posting something in the comments of a post. According to Kaplan and Haenlein (2010) companies are building brand communities on social networking sites like Facebook, they even use it as a distribution channel. The example that is given by Kaplan and Haenlein (2010) in their research is that of a new movie 'Fred Claus' which has come out in 2007. Warner Brothers created a Facebook page to promote the movie. On the page trailers were available, visitors could play games related to the movie and download graphics etc. Brand community is defined by Muniz and O'Guinn (2001) as a "specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand" (p. 412). A brand community is important for the consumers as well as the managers. These communities provide many benefits for the brand (and marketer) such as keeping in touch with the consumers from your brand (and consumers interesting in your brand) as well as sharing information (Andersen, 2005), co-creating with consumers (Schau, Muñiz Jr, & Arnould, 2009) and these communities are suitable for valuable market research (Von Hippel, 2005).

When looking at the Facebook use just in the Netherlands (Orange8 is based in the Netherlands and is currently focusing on Dutch organizations), there are 10.4 million users from which 7.5 million daily. Compared to 2016 (6.8 million daily users) this is an increase of 10% (van der Veer et al., 2017). When looking at the users of Facebook, it is popular amongst all kinds of groups and ages. Although most of the users are between the 20 and 39 years old (89%) followed by those within the age range of 15 to 19 years old (80%) and 40 to 64 years old (77%). The daily use of Facebook is increasing among those older than 20 years old, compared to previous years. This means that the users that are present on Facebook are mostly people between the ages of 20 and 39. The prediction van der Veer et al. (2017) are making is that Facebook will still be in the top 3 and the number of users will still be the same (or even more) in 2017.

A.2.3 LinkedIn

LinkedIn is placed at the fourth spot in the top 5 biggest social media platforms in the Netherlands. It has 4.3 million users of which 0.4 daily. The increase in daily use is very high, 33% compared to 2016 (0.3 million daily users). LinkedIn is mostly popular for people with their age between the 20 and 39 (47%) followed by those within the age range of 40 and 64 years (35%) (van der Veer et al., 2017).

Jeff Weiner, who is the CEO of LinkedIn, said the following about his own platform compared to the platform of his biggest competitor Facebook: "Facebook is largely a social utility platform. LinkedIn is a professional network. The key distinction is that as a professional you want people to know who you are. People are searching for you or people like you whether you like it or not" (in Lapin, 2011). LinkedIn is a professional matchmaker which is up and running since 2003 (Van Dijck, 2013). They have changed their interface a number of times, this was mainly based on the developments of Facebook. LinkedIn also integrated a timeline, but this timeline is clearer and ordered. LinkedIn is more clean and factual in comparison to Facebook, but apart from that there are a lot of similarities. LinkedIn is often called 'Facebook in a suit' (Van Dijck, 2013) and can also be seen as the online business card for as well the employee as the brand itself. Identity is therefore very important on a channel like LinkedIn (Kietzmann et al., 2011). Since it is a more static and less active network it is more about watching and being watched. The main purpose for users to use LinkedIn is therefore to maintain contacts on a professional work-related level (Papacharissi, 2009). Authority is key.

A.2.4 Instagram

Instagram is a relatively new platform for online communication which was launched in October 2010. Users can share photos (and recently videos) with their followers and these photos can be altered with different filters (Hu, Manikonda, & Kambhampati, 2014). Instagram is the fifth biggest social media platform in the Netherlands but is still growing (van der Veer et al., 2017). Compared to 2016 the daily use of the social media platform is increased with 50%. In 2016 there were 992.000 daily users and in 2017 this number is 1,5 million. The total number of users of Instagram in the Netherlands is 3.2 million. Compared to the other social media platforms, Instagram increases relatively the most. The people who are using Instagram the most are young people between the ages of 15 and 19 years old (66%) followed by those within the age range of 20 and 39 years old (36%). These numbers could be changing in the next year since Instagram is becoming less popular for people under the 19 years old and is becoming more popular for people within the age range of 20 and 39 years old. People who are older than 40 years old are not that interested in using Instagram. Van der Veer et al. (2017) are even suggesting that Instagram will be bigger in their daily use in comparison with YouTube.

Instagram also has a lot of social connectivity features. The user can for instance become friends with other people and follow them on the app. This social network is asymmetric, when person A becomes friends with person B, person B does not automatically follow person A (Hu, Manikonda, & Kambhampati, 2014). There is also a chat function within the app that provides users to talk to others in a private way so others can't read it. The comment section underneath the posts is also a social connectivity feature. Not much research has been done about the motives for the use of Instagram. Bradley (2015) researched Instagram in a master thesis and found out that individuals are mostly using Instagram to keep up with family and friends. At the second place of motives was advertising and marketing. Instagram is becoming more important for organizations. Since 2015 it is even possible to advertise on the app (Groenhof, 2015) and social influencing through Instagram is also becoming a big marketing strategy (De Veirman, Cauberghe, & Hudders, 2016; Burns, 2016).

A.3 E-mail marketing

The third platform is email marketing, which is mostly used to acquire new customers or retain and engage the returning customers (Sahni, Wheeler & Chintagunta, 2016). The number of email users is about 2672 million in 2016 and will be increasing in the years to come (Miller, & Charles, 2016). Market research has even shown that email marketing is a more trusted medium for marketers than other mediums in the traditional digital marketing world (Bawm, & Nath, 2014). According to Bawm and Nath (2014) email marketing has four advantages which are: 1) it is low in cost compared to other marketing types. 2) Creating and sending an email takes less time so more emails can be send. 3) The email marketing campaign can be tested on many fronts to see what is the most effective. 4) Forwarding an email with a tempting offer or useful information takes only seconds. This means that the reach of email marketing is big and networked. 8% of the organizations is even achieving more than half of their sales through using email marketing and the ROI (return on investment) is consistently high. The target group which can be reached by using email marketing is almost infinite since the organization using it is the one to determine to whom the mail should go to. It is however indeed important to find the right target group (not everyone benefits from having those emails in their inbox).

A.4 Overview

In table 19 below the different marketing platforms are summarized on the subjects: purpose, users, reach and to what extent the platform fits the identity of Orange8. As can be seen, there are 4 platforms that are fitting with the organization Orange8. These are blogs, Facebook, LinkedIn and E-mail marketing. Instagram is not suitable because this platform is mostly used by the younger consumers. One of the main reasons of using this app is keeping up with friends and family, these aren't organizational purposes and it would not help Orange8 as an organization when using this app. Although one of the other reasons to use Instagram is to build relationships with customers, this can also be accomplished by using one of the other platforms like Facebook or LinkedIn.

For this research the platforms LinkedIn and a Blog will be used. LinkedIn and Facebook are alike, as said before LinkedIn is the Facebook in a suit. Since Orange8 is mostly B2B, Facebook is left out and LinkedIn will be focused on. E-mail marketing can be very effective once a good dataset is built with information from customers and potential customers. But at this point and for this research e-mail marketing is left out because LinkedIn and a Blog are at this point the most effective for Orange8 to use. It takes more time and especially specific technologies (Jenkins, 2008) for them to set up a good e-mail marketing than it would to set up a blog or a LinkedIn page.

Table 19*Overview of the marketing platforms and its purpose, users, reach and fit with the organization*

Platform	Purpose	Users	Reach	Fitting
Blog	<ul style="list-style-type: none"> - Claiming certain knowledge - Use and creating alternative form of media - Expanding corporate communication - Establishing the community - Optimizing search engine rank 	Depends on the subjects of the blogposts.	Can be big if used properly.	Yes.
Facebook	<ul style="list-style-type: none"> - Sharing stories - Building relationships with customers - Engaging in conversations - Building brand communities - Enabling co-creating - Conducting valuable market research 	People in the age range between 15 and 39 years old. Nevertheless, the older people are also well represented (77%).	7.5 million daily users in the Netherlands, but reach depends on post created.	Yes.
LinkedIn	<ul style="list-style-type: none"> - Used as online business card for the organization and the employee - Creating a certain identity - Maintaining contacts on a professional work-related level 	Most popular for those between 20 and 39 years old (47%) followed by those between 40 and 64 years old (35%).	0.4 million daily users (but is increasing rapidly)	Yes.
Instagram	<ul style="list-style-type: none"> - Keeping up with friends and family - Advertising and marketing - Social Influencing - Building relationships with customers - Engaging in conversations 	Most popular for those between 15 and 19 years old (66%) followed by those between 20 and 39 years old (36%).	1.5 million daily users.	No, maybe for later purposes.
E-mail marketing	<ul style="list-style-type: none"> - Acquire new customers - Engaging with returning customers 	Can be everyone, when targeted right the right users for the organization can be reached.	Big and networked, depends mostly on the database with emails of clients.	Yes.

Appendix B: Information letter and informed consent

B.1 Information letter

Beste meneer/mevrouw,

Allereest hartelijk dank voor uw deelname aan dit onderzoek. Dit onderzoek maakt deel uit van mijn master thesis voor de master Communication Studies aan de Universiteit Twente. Het onderzoek is gericht op de online marketing van Orange8. Het gaat in op content marketing en online platformen die gebruikt kunnen gaan worden.

Het deelnemen aan dit onderzoek zal maximaal 45 minuten duren. Mocht u na afloop nog vragen hebben dan kunt u mij altijd mailen op jorieke@orange8.nl.

Ik hoop u op deze manier voldoende te hebben geïnformeerd over het onderzoek en uw deelname. Bij voorbaat dank voor uw deelneming.

Met vriendelijke groet,

Jorieke Heerink

Orange8

B.2 Informed consent

Ik verklaar hierbij dat ik op duidelijke wijze ben geïnformeerd over het doel van dit onderzoek.

Eventuele vragen zijn naar tevredenheid beantwoord. Door het ondertekenen van deze brief stem ik geheel vrijwillig in met het deelnemen aan het onderzoek. Ik mag te allen tijde stoppen met deelname aan dit onderzoek. Als de onderzoeksresultaten openbaar worden gemaakt zal dit volledig geanonimiseerd zijn. Voor vragen en of opmerkingen, ook na afloop van het onderzoek, kan ik contact opnemen met Jorieke Heerink via e-mail op jorieke@orange8.nl of j.w.heerink@student.utwente.nl

Handtekening proefpersoon

Handtekening onderzoeker

Appendix C: Interview scheme

Preparation

1. Welcoming the participants. Give them information about the research and the recording of the interview using the information letter (appendix B1).
2. Give the participant the informed consent (appendix B2) and let them sign it if they agree. Make sure 2 informed consents are signed, one for the researcher and one for the participant.
3. Give the participant a short introduction about Orange8. Make sure the participant understands the purpose of this research and the case they have to think about. NOTE: the introduction of Orange8 is only given to the prospects. The clients are just reminded that they have to keep Orange8 in mind since they already know the organization. The introduction to the case is presented to both groups. The introduction to the case and Orange8 is as follows (in Dutch):

Introduction Orange8

Orange8 is een training-, coaching- en consultingbedrijf dat is gevestigd in Enschede (Overijssel). Het is een jong en klein bedrijf dat een aantal permanente trainers in dienst heeft en een paar freelancers. Orange8 is het meest actief in de B2B (Business to Business) branch. Het bedrijf is begonnen aan een nieuw hoofdstuk en heeft een nieuwe training ontwikkeld genaamd 'effectief werken'. Een onderzoek naar productiviteit en de uitkomst hiervan, 8 bronnen, zijn de basis voor deze training. Als al deze bronnen in balans zijn dan is de persoon in kwestie op zijn/haar best.

Orange8 probeert nieuw leven te blazen in het doen van trainingen en wil af van de mindset die de meeste mensen hebben bij een trainingbureau. Vaak wordt gedacht bij trainingen dat ze saai zijn, theoretisch, niet gepersonaliseerd, onpersoonlijk, traditioneel en ga zo maar even door. Orange8 wil alle theorieën omzetten in bruikbare informatie en tips op maat gemaakt voor de klant. Door middel van trainingen en 1 op 1 coaching leren de klanten van Orange8 weer effectief werken en met een lege mailbox naar huis te gaan.

Introduction Case

Met het begin van een nieuw hoofdstuk en een nieuwe mindset moet de marketing ook worden aangepast. Orange8 wil meer naamsbekendheid creëren door middel van online aanwezigheid. Door middel van dit onderzoek wil het bedrijf erachter komen hoe de doelgroep denkt over deze online aanwezigheid en wat er wordt verwacht. Welke platforms moeten er gebruikt worden? Welke manier van schrijven? Moet het amusement zijn of juist toch zakelijk? Over onder andere deze onderwerpen gaan wij nu het interview beginnen. Houd in je achterhoofd het bedrijf, Orange8, en hoe het zich online kenbaar moet maken.

4. Ask the participant to fill in the following questions;
 - Wat is uw leeftijd?
 - Wat is uw hoogst genoten opleiding?
 - Hoeveel jaar werkervaring heeft u?
 - Bij welk bedrijf bent u op dit moment werkzaam?
 - Wat is uw functie binnen het bedrijf?
5. When everything is clear for the participant, start recording.

Interview

Medium (platform)

* Als Orange8 zich online meer zichtbaar wil maken dan zijn er verschillende platformen waaruit gekozen kan worden. *

- Op welke online platformen zou je een bedrijf zoals Orange8 verwachten? Je mag er meerdere noemen.

-> BIJ HET BENOEMEN VAN 1 PLATFORM

- Waarom op dit platform?
- Waarom vind je dit platform passen bij Orange8?
- Is dit het enige online platform dat je bij het bedrijf vindt passen?
- Wat moet Orange8 uitdragen via dit platform?

-> BIJ HET BENOEMEN VAN MEERDER PLATFORMEN

- Waarom deze platformen? Graag een uitleg bij elk platform apart.
- Waarom vind je deze platformen zo goed passen bij Orange8?
- Als je moest kiezen, welk platform vind je dan het beste bij het bedrijf passen en waarom?
- Welk platform vind je het minst bij het bedrijf passen en waarom?
- Wat moet Orange8 uitdragen via dat platform? Welke content verwacht jij of spreekt jou aan?

* als je de participant LinkedIn of een Blog heeft genoemd de volgende vragen overslaan*

- Uit literatuuronderzoek is gebleken dat LinkedIn en een Blog geschikt zijn om voor een bedrijf als Orange8 te gebruiken, je hebt deze platformen zojuist niet genoemd.

- Had je niet aan deze platformen gedacht of vind je ze niet passen? Graag een antwoord met toelichting waarom je er niet aan hebt gedacht of het platform niet vindt passen.

Onderwerp

* De content die Orange8 plaatst op deze platformen, kan over verschillende onderwerpen gaan. *

- Over welke onderwerpen moet Orange8 gaan schrijven volgens jou?
- Waarom vind je het belangrijk dat Orange8 over deze onderwerpen schrijft?
- Vind je verschillende onderwerpen passen op verschillende platforms? Of maakt dat niet zoveel uit? Geef uitleg, ook over welke onderwerpen je op welke platforms zou willen zien.

Vertellende factor

* Op deze platformen kunnen verhalen worden geplaatst. *

- Wat maakt een verhaal nu echt een 'verhaal' voor jou? Noem een aantal aspecten en/of eigenschappen die volgens jou niet mogen ontbreken in een verhaal.

- Op welke manier zou jij de tekst geschreven willen zien? Verhalend/vertellend of juist met alleen maar feitelijke informatie?

- Vind jij deze manier van vertellen ook beter passen bij Orange8? Zo ja, waarom?

- Waarom past de andere vorm niet bij Orange8?

- Wie of wat zou er centraal moeten staan in de content die Orange8 schrijft? En waarom?

-> VERHALEND

- Wat maakt een verhaal voor jou verhalend/vertellend?

- Wat vind jij belangrijke aspecten in een vertellende vorm van het verhaal?

-> STATISTISCH

- Wat maakt een verhaal voor jou statistisch/statisch?

- Wat vind jij belangrijke aspecten in een statistische/statische vorm van het verhaal?

* De narrator is de persoon die spreekt in het verhaal. Er zijn twee soorten narrators, de open narrator en de verborgen narrator. De open narrator refereert naar zichzelf in de eerste persoon (ik, wij) en de verborgen narrator refereert niet naar zichzelf (hij, zij). *

- Welke soort narrator zou jij het liefste willen zien in de content die Orange8 naar buiten brengt?

- Waarom kies je voor deze soort narrator en niet voor de andere?

- Waarom past de andere soort niet bij Orange8 volgens jou?

-> OPEN NARRATOR

- Je hebt gekozen voor de open narrator, welke personen zouden dan de 'ik' moeten zijn in de tekst? En waarom?

-> VERBORGEN NARRATOR

- Je hebt gekozen voor de verborgen narrator, naar wie moet de verteller verwijzen? Wie is de hij/zij in het verhaal en waarom?

Interactiviteit

* De online wereld leent zich goed voor interactiviteit en de conversatie aan gaan met elkaar. Deze interactiviteit kan ook plaatsvinden op de platformen van Orange8. *

Zou jij het fijn vinden als Orange8 op haar platformen de conversatie probeert op te zoeken?

-> ZO JA

- Op welke manier moet Orange8 deze conversatie op zoeken?

- Wat voor voordelen zou dit hebben voor Orange8 denk je?

-> ZO NEE

- Waarom moet Orange8 niet proberen de conversatie op te zoeken?

- Wat voor nadelen heeft het opzoeken van de interactiviteit voor Orange8?

- Zou jij mee willen helpen, input willen leveren voor content op een van de toekomstige platformen van Orange8?

-> ZO JA

- Op welke manier zou jij deze input willen leveren?
- Wat voor soort input zou jij willen geven?

-> ZO NEE

- Waarom zou jij geen input willen leveren?

Verrijking van de content (media)

* Tot nu toe hebben we het alleen nog maar over tekst gehad, maar online platformen bieden meer dan dat. *

- Zou jij afbeeldingen willen zien op de platformen?

-> ZO JA

- Zou je deze afbeeldingen bij de tekst willen zien of ook op zichzelf staand als post? Of een combinatie van beide? Vertel waarom.
- Wat voor soort afbeeldingen wil jij graag zien?
 - Zou jij ook foto's van werknemers en trainers willen zien?
 - Zou jij ook foto's van trainingen, evenement etc. van Orange8 zelf willen zien?
- Moeten dit kleine afbeeldingen zijn of grote afbeeldingen?
- Op welke platformen zou jij afbeeldingen willen zien?

-> ZO NEE

- Waarom wil jij geen afbeeldingen zien op de platformen?

Zou jij videomateriaal willen zien op de platformen?

-> ZO JA

- Zou je deze video's het liefst zien als toevoeging op de tekst of los staand? Of een combinatie van beide? Vertel waarom.
- Wat voor soort video's zou je graag willen zien?
 - Zou jij ook graag testimonials in de vorm van een video zien? Dus ervaringen van klanten?
 - Zou jij ook filmpjes van evenementen en trainingen van Orange8 willen zien?
- Moeten dit lange of korte filmpjes zijn?
 - Wat noem jij een kort en wat noem jij een lang filmpje?
- Op welke platformen zou jij video's willen zien?

-> ZO NEE

- Waarom wil jij geen video's op de platformen zien?

Overige

- Hoe wordt de content voor jou als klant/prospect nu echt relevant?
- Stel Orange8 gaat een van de platformen intensief gebruiken, wat zal er dan voor zorgen dat jij als klant/prospect deze content gaat volgen?
- Op welke tijdstippen kijk jij op de eerdergenoemde platformen?
 - Op welke momenten zou je het liefst een bericht van Orange8 voorbij willen zien komen?
Denk aan dag en tijd.
- Stel je ziet regelmatig online content voorbijkomen van Orange8, denk jij dat de kans dan groter is dat jij contact op zou nemen met het bedrijf?
- > ZO JA
 - Op welke manier zou jij contact opnemen met het bedrijf? Denk aan mail, telefoon, website, facebook berichtje etc.

End of the interview

1. Stop recording.
2. Thank the participant for participating.
3. Ask if the participant has any questions and answer these questions.

Appendix D: Question form

Algemene vragenlijst

nr. respondent _____

- Wat is uw leeftijd?

- Wat is uw hoogst genoten opleiding?

- Hoeveel jaar werkervaring heeft u?

- Bij welk bedrijf bent u op dit moment werkzaam?

- Wat is uw functie binnen het bedrijf?

Appendix E: Code book

Table 20 Code book				
Topic	Nr.	Name	Code	Betekenis
1 medium	1a 1b 1c 1d 1e	Medium op eerste plek	LinkedIn Blog Facebook Twitter Instagram	Welke platformen de deelnemer het beste vindt passen bij het bedrijf.
1 medium	2a 2b 2c 2d 2e 2f 2g 2h 2i	Uitleg keuze beste platform	Laten zien wie je bent/gezicht achter bedrijf Zakelijk gebruik Zichtbaarheid verhogen/promotie Delen van informatie Doelgroep aanwezig op platform Past bij het bedrijf Groot bereik op platform Amusement gebruik Expertise laten zien	Waarom de participant het platform gekozen heeft.
1 medium	3a 3b	Uitleg keuze waarom andere platformen niet?	Privé Te algemeen	Waarom de participant de andere platformen niet heeft gekozen.
	3c 3d		Te bewerkelijk Heeft geen meerwaarde	
2 onderwerp	4a 4b 4c 4d 4e 4f 4g	Onderwerpen content	Trainingen Evenementen* Trainers Ervaringen van klanten Praktische tips/tools Resultaten Amusement gerelateerd	De onderwerpen waar het bedrijf over moet schrijven op de genoemde platformen.
2 onderwerp	5a 5b 5c 5d	Waarom onderwerpen content	Meer informatie Triggeren deelnemen training Onderscheidend zijn Belangrijk voor de prospecten van het bedrijf	Waarom moet het bedrijf over de genoemde onderwerpen gaan schrijven?
3 vertellende factor	6a 6b 6c 6d 6e	Vertellende factor	Verhalend Zakelijk/feitelijk Ligt aan de klant Ligt aan het platform Ligt aan het onderwerp	Op welk manier moet de content geschreven worden.
3 vertellende factor	7a 7b 7c 7d 7e 7f	Waarom vertellende factor	Persoonlijkheid Aantrekkelijkheid/indruk maken Zakelijk niet prettig om te lezen Bedrijf gaat meer over de praktische kant, kort maar krachtig. Geen tijd om verhaal te lezen, is te lang Feitelijk/zakelijk is te oppervlakkig	Waarom kiest de participant voor de genoemde stijl van schrijven?
4 aspecten van verhaal	8a 8b 8c 8d 8e	Aspecten van verhaal	Beschrijvend Persoonlijke visie Details Ervaringen Herkenningsfactor	Welke aspecten moet een verhaal bevatten volgende de participanten?

	8f 8g		Begin, middenstuk, eind Langer, meer tekst	
5 narrator	9a 9b 9c	Narrator	Open narrator Verborgen narrator * Beide, ligt aan onderwerp	Op welke manier moet de persoon in het verhaal spreken.
5 narrator	10a 10b 10c 10d	Waarom gekozen narrator	Past bij het bedrijf Persoonlijker, spreekt eerder aan Creëert minder afstand Prettiger lezen	Waarom kiest de participant voor deze narrator?
5 narrator	11a 11b 11c 11d 1e	Verteller	Werknemer Trainer* Klanten Maakt niet uit zolang maar duidelijk is wie spreekt Afhankelijk van onderwerp waarover wordt geschreven	Wie moet de narrator zijn in het verhaal? Dus wie is de persoon die spreekt in het verhaal.
6 interactiviteit	12a 12b 12c 12d 12e	Interactiviteit	Brede Interactiviteit, meerdere personen in 1 keer Directe interactiviteit, gericht naar 1 persoon Beide interactiviteit Geen interactiviteit* Interactiviteit gericht naar 1 persoon pas na plaatsen bericht persoon onder brede interactiviteit*	Gebruik van interactiviteit op de genoemde platformen.
6 interactiviteit	13a 13b 13c 13d 13e 13f	Waarom interactiviteit	Zichtbaarheid vergroten Persoonlijk, tonen interesse Discussie aangaan/opzoeken Zolang het maar geen sales gesprek is/pushende manier Nieuwe klanten binnen halen Stap minder groot om contact op te nemen	Waarom wel of geen interactiviteit op de platformen?
7 input leveren	14a 14b 14c	Input leveren	Wel input leveren Geen input leveren Alleen op LinkedIn	Of de participanten input zouden leveren als het bedrijf daarom vraagt.
7 input leveren	15a 15b 15c 15d	Waarom wel of geen input leveren	Aanpassen voor juiste trainingen Mening geven Eigen belang Terughoudend	Waarom de participanten wel of geen input zouden leveren.
8 afbeeldingen	16a 16b	Aanwezigheid afbeeldingen	Wel afbeeldingen Geen afbeeldingen*	Of de participanten wel of geen afbeeldingen willen zien op de platformen.
8 afbeeldingen	17a 17b 17c 17d	Waarom afbeeldingen	Spreekt de mensen aan, triggert Functionaliteit Maakt het meer beeldend Maakt het meer interessant	Waarom de participanten wel of geen afbeeldingen willen zien op de platformen.
8 afbeeldingen	18a 18b 18c	Functie afbeelding	Onderdeel van de tekst Op zichzelfstaand * Beide	Welke functie moet de afbeelding hebben?
8 afbeeldingen	19a 19b	Waarom functie afbeelding	Ligt aan soort afbeelding Afbeelding moet een functie hebben	Waarom kiest de participant voor deze functie van de afbeelding?
8 afbeeldingen	20a 20b 20c	Soort afbeeldingen	Werknemers Trainers Trainingen	Wat voor soort afbeeldingen de respondenten graag

	20d 20e		Evenementen Amusement	willen zien op de platformen.
8 afbeeldingen	21a 21b 21c 21d 21e	Waarom soort afbeelding	Geeft een gezicht aan het bedrijf Functionaliteit Pas als ik een training ga doen wil ik dit zien Inzicht krijgen in training Fysiek contact belangrijker dan foto trainer	Waarom kiest de participant voor deze soort afbeeldingen? Of waarom kiest de participant niet voor deze soort afbeeldingen?
8 afbeeldingen	22a 22b 22c	Formaat afbeelding	Groot* Klein Maakt niet uit	Wat voor formaat de afbeeldingen moeten zijn op de platformen.
8 afbeeldingen	23a 23b 23c	Waarom formaat afbeelding	Zolang het maar scherp is Zolang het maar in verhouding is Mobile First afmetingen zijn belangrijker	Waarom moeten de afbeeldingen dit formaat hebben?
8 afbeeldingen	24a 24b 24c 24d	Platformen afbeeldingen	Alle platformen Alles behalve twitter Alles behalve blog Blog en LinkedIn	Op welke platformen moeten de afbeeldingen te zien zijn?
9 video's	25a 25b	Aanwezigheid video's	Wel video's Geen video's	Of de participanten wel of geen video's willen zien op de platformen.
9 video's	26a 26b	Waarom video's	Nuttig voor bedrijf Fijner dan een tekst lezen	Waarom de participanten wel of geen video's willen zien.
9 video's	27a 27b	Functie video	Toevoeging op tekst Losstaand	Welke functie moet de video hebben?
9 video's	28a 28b	Waarom functie video	Video zegt genoeg, tekst overbodig Spreekt eerder aan	Waarom kiest de participant voor deze functie van de afbeelding?
9 video's	29a 29b 29c 29d 29e 29f	Soort video's	Werknemers* Trainers* Trainingen Evenementen Testimonials Overige	Wat voor soort video's de participant graag willen zien op de platformen.
9 video's	30a 30b 30c 30d 30e 30f 30g	Waarom soort video's	Blijft hangen/interessant Amusement* Komt nep over Laten zien wat je doet Triggeren nieuwe klanten Kost te veel tijd om te kijken Maakt het persoonlijker	Waarom kiest de participant voor deze soort video's?
9 video's	31a 31b 31c	Lengte video's	0 - 1 minuut 1 – 2 minuten 2 minuten of meer	Wat voor lengte de video's moeten zijn op de platformen
9 video's	32a 32b 32c	Waarom lengte video	Blijft niet hangen als de video te lang is Moet interessant blijven Korte impressie is een video, dus mag niet lang zijn	Waarom de video's deze lengte moeten hebben.
9 video's	33a 33b	Platformen video	Blog en LinkedIn Alle platformen	Op welke platformen de participanten video's willen zien.

10 volgen content	34a	Wanneer volgen content	Aanspreken onderwerp, relevant, herkenbaarheid	Wanneer gaat de participant het bedrijf en haar content volgen op de platformen?
	34b		Informatie	
	34c		Als het anders is dan de rest, uniek en onderscheidend	
11 dag van publicatie	35a	Dag van plaatsen	Begin van de week	Op welk moment van de week ziet de participant het liefst content voorbijkomen van het bedrijf.
	35b		Midden van de week*	
	35c		Eind van de week	
	35d		Weekend	
	35e		Door de weeks	
	35f		Maakt niet uit	
11 dag van publicatie	36a	Waarom dag van plaatsen	Ligt aan onderwerp op welke dag	Waarom moet de content op deze dagen worden geplaatst?
	36b		Meer tijd om te lezen op dit moment	
	36c		Vorbereiden week die komen gaat	
12 hoeveelheid content	37a	Hoe vaak content plaatsen	1 keer per week	Hoe vaak moet volgens de participant content geplaatst worden namens het bedrijf?
	37b		2-3 keer per week	
	37c		1 of 2 keer per maand	
12 hoeveelheid content	38a	Waarom hoe vaak content plaatsen	Geen overkill moet ontstaan	Waarom moet de content zo vaak/weinig geplaatst worden?
	38b		Niet interessant als het te vaak is of als het te weinig is	
13 tijd van publicatie	39a	Tijd van plaatsen	Ochtend	Op welk moment van de dag ziet de participant het liefst content voorbijkomen van het bedrijf.
	39b		Middag*	
	39c		Avond	
	39d		Maakt niet uit	
13 tijd van publicatie	40a	Waarom tijd van plaatsen	Tijd om het te lezen	Waarom moet op dit deel van de dag content geplaatst worden?
14 contact opnemen	41a	Contact opnemen na content	Wel contact opnemen	Of de participant na het regelmatig zien van content contact op zou nemen met het bedrijf.
	41b		Niet contact opnemen*	
14 contact opnemen	42a	Waarom wel of geen contact opnemen bij content	Geeft een gezicht aan het bedrijf	Waarom de participant wel of geen contact op zou nemen met het bedrijf na het regelmatig zien van content.
	42b		Bedrijf en onderwerpen moeten je aanspreken	
14 contact opnemen	43a	Hoe contact opnemen met bedrijf	Telefoon	Op welke manier de participant contact zou opnemen met het bedrijf.
	43b		Mail	
	43c		Website	
	43d		LinkedIn	
	43e		Overige	
	43f		Verschillend, maakt niet zoveel uit.*	
14 contact opnemen	44a	Waarom manier contact opnemen	Persoonlijk contact	Waarom de participant op deze manier contact op zou nemen met het bedrijf.
	44b		Ligt aan de vraag	
	44c		Ligt aan moment/gemoedstoestand	
	44d		Gaat sneller, direct antwoord	

* De geel gearceerde codes zijn tijdens het coderen van de interviews niet gebruikt en zijn daarom verder niet gebruikt in de studie. The yellow codes were not used during the coding of the interviews and are therefore not used during the further process of this study.

Appendix F: Result tables first study

Table 21

Codes participants for the topic 'medium'

Nr.	Topic	Code	Client	Prospect	Total
1	Medium op eerste plek	LinkedIn	14	12	26
		Facebook	12	10	22
		Blog	8	5	13
		Twitter	3	9	12
		Instagram	4	3	7
2	Uitleg keuze beste platform	Zakelijk gebruik	5	7	12
		Laten zien wie je bent/gezicht achter bedrijf	7	3	10
		Delen van informatie	3	4	7
		Past bij het bedrijf	4	3	7
		Groot bereik op platform	1	4	5
		Doelgroep aanwezig op platform	2	2	4
		Zichtbaarheid verhogen/promotie	1	3	4
		Expertise laten zien	2	1	3
		Amusement gebruik	1	0	1
3	Uitleg keuze waarom andere platformen niet?	Privé	1	0	1
		Te algemeen	0	1	1
		Te bewerkelijk	0	1	1
		Heeft geen meerwaarde	0	1	1

Table 22

Codes participants for topic 'subject'

Nr.	Topic	Code	Client	Prospect	Total
4	Onderwerpen content	Trainingen	8	5	13
		Ervaringen van klanten	1	2	3
		Amusement gerelateerd	0	3	3
		Trainers	2	0	2
		Praktische tips/tools	2	0	2
		Resultaten	0	1	1
5	Waarom onderwerpen content	Meer informatie	5	2	7
		Triggeren deelnemen training	3	1	4
		Belangrijk voor de prospecten van het bedrijf	0	3	3
		Onderscheidend zijn	1	1	2

Table 23

Codes participants for topic 'telling factor'

Nr.	Topic	Code	Client	Prospect	Total
6	Vertellende factor	Verhalend	2	2	4
		Zakelijk/feitelijk	2	2	4
		Ligt aan de klant	2	0	2
		Ligt aan het platform	0	1	1
		Ligt aan het onderwerp	0	1	1
7	Waarom vertellende factor	Persoonlijkheid	2	2	4
		Bedrijf gaat meer over de praktische kant, kort maar krachtig.	2	2	4
		Geen tijd om verhaal te lezen, is te lang	0	2	2
		Aantrekkelijkheid/indruk maken	0	1	1
		Zakelijk niet prettig om te lezen	1	0	1
		Feitelijk/zakelijk is te oppervlakkig	0	1	1

Table 24*Codes participants for topic 'aspects of a story'*

Nr.	Topic	Code	Client	Prospect	Total
8	Aspecten van verhaal	Persoonlijke visie	3	0	3
		Langer, meer tekst	0	3	3
		Beschrijvend	0	2	2
		Ervaringen	2	0	2
		Details	1	0	1
		Herkenningsfactor	1	0	1
		Begin, middenstuk, eind	1	0	1

Table 25*Codes participants for topic 'narrator'*

Nr.	Topic	Code	Client	Prospect	Total
9	Narrator	Open narrator	4	5	9
		Beide, ligt aan onderwerp	1	0	1
10	Waarom gekozen narrator	Past bij het bedrijf	2	3	5
		Persoonlijker, spreekt eerder aan	1	2	3
		Creëert minder afstand	1	2	3
		Prettiger lezen	0	1	1
11	Verteller	Maakt niet uit zolang maar duidelijk is wie spreekt	3	3	6
		Klanten	0	2	2
		Afhankelijk van onderwerp waarover wordt geschreven	1	1	2
		Werknemer	0	1	1

Table 26*Codes participants for topic 'interactivity'*

Nr.	Topic	Code	Client	Prospect	Total
12	Interactiviteit	Beide interactiviteit	5	4	9
		Brede Interactiviteit, meerdere personen in 1 keer	1	1	2
		Directe interactiviteit, gericht naar 1 persoon	1	0	1
		Zolang het maar geen sales gesprek is/pushende manier	2	2	4
13	Waarom interactiviteit	Persoonlijk, tonen interesse	2	2	4
		Discussie aangaan/opzoeken	0	1	1
		Zichtbaarheid vergroten	1	0	1
		Nieuwe klanten binnen halen	1	0	1

Table 27*Codes participants for topic 'providing input'*

Nr.	Topic	Code	Client	Prospect	Total
14	Input leveren	Wel input leveren	5	2	7
		Geen input leveren	0	2	2
		Alleen op LinkedIn	0	1	1
15	Waarom wel of geen input leveren	Eigen belang	3	2	5
		Aanpassen voor juiste trainingen	1	1	2
		Mening geven	1	1	2
		Terughoudend	0	1	1

Table 28*Codes participants for topic 'images'*

Nr.	Topic	Code	Client	Prospect	Total
16	Aanwezigheid afbeeldingen	Wel afbeeldingen	5	5	10
17	Waarom afbeeldingen	Spreekt de mensen aan, triggert	1	3	4
		Functionaliteit	2	0	2
		Maakt het meer beeldend	0	2	2
		Maakt het meer interessant	0	1	1
18	Functie afbeelding	Onderdeel van de tekst	2	3	5
		Beide	3	2	5
19	Waarom functie afbeelding	Ligt aan soort afbeelding	1	2	3
		Afbeelding moet een functie hebben	1	0	1
20	Soort afbeeldingen	Trainingen	4	7	11
		Evenementen	5	5	10
		Trainers	5	5	10
		Werknemers	4	4	8
		Amusement	0	1	1
21	Waarom soort afbeelding	Inzicht krijgen in training	0	5	5
		Geeft een gezicht aan het bedrijf	3	1	4
		Pas als ik een training ga doen wil ik dit zien	2	1	3
		Functionaliteit	2	0	2
		Fysiek contact belangrijker dan foto trainer	0	1	1
22	Formaat afbeelding	Maakt niet uit	4	4	8
		Klein	1	1	2
23	Waarom formaat afbeelding	Zolang het maar scherp is	3	2	5
		Zolang het maar in verhouding is	2	3	5
		Mobile First afmetingen zijn belangrijker	1	0	1
24	Platformen afbeeldingen	Alle platformen	2	4	6
		Alles behalve twitter	1	0	1
		Alles behalve blog	1	0	1
		Blog en LinkedIn	0	1	1

Table 29*Codes participants for topic 'videos'*

Nr.	Topic	Code	Client	Prospect	Total
25	Aanwezigheid video's	Wel video's	4	7	11
		Geen video's	1	0	1
26	Waarom video's	Fijner dan een tekst lezen	2	0	2
		Nuttig voor bedrijf	1	0	1
27	Functie video	Losstaand	4	5	9
		Toevoeging op tekst	1	0	1
28	Waarom functie video	Video zegt genoeg, tekst overbodig	2	3	5
		Spreekt eerder aan	1	2	3
29	Soort video's	Trainingen	4	5	9
		Evenementen	4	5	9
		Testimonials	4	5	9
		Overige	1	0	1
30	Waarom soort video's	Laten zien wat je doet	2	3	5
		Triggeren nieuwe klanten	1	2	3
		Blijft hangen/interessant	2	0	2
		Komt nep over	1	0	1
		Kost te veel tijd om te kijken	1	0	1
		Maakt het persoonlijker	0	1	1
31	Lengte video's	1 – 2 minuten	3	4	7
		0 - 1 minuut	2	1	3
		2 minuten of meer	1	1	2
32	Waarom lengte video	Moet interessant blijven	3	2	5
		Blijft niet hangen als de video te lang is	1	1	2
		Korte impressie is een video, dus mag niet lang zijn	2	0	2
33	Platformen video	Alle platformen	2	3	5
		Blog en LinkedIn	1	3	4

Table 30*Codes participants for topic 'following content'*

Nr.	Topic	Code	Client	Prospect	Total
34	Wanneer volgen content	Aanspreken onderwerp, relevant, herkenbaarheid	4	6	10
		Informatie	3	0	3
		Als het anders is dan de rest, uniek en onderscheidend	2	1	3

Table 31*Codes participants for topic 'days of publication'*

Nr.	Topic	Code	Client	Prospect	Total
35	Dag van plaatsen	Begin van de week	4	1	5
		Weekend	1	2	3
		Maakt niet uit	1	2	3
		Door de weeks	0	2	2
		Eind van de week	2	0	2
36	Waarom dag van plaatsen	Ligt aan onderwerp op welke dag	3	0	3
		Meer tijd om te lezen op dit moment	2	0	2
		Vorbereiden week die komen gaat	2	0	2

Table 32*Codes participants for topic 'amount of publication moments'*

Nr.	Topic	Code	Client	Prospect	Total
37	Hoe vaak content plaatsen	2-3 keer per week	3	1	4
		1 keer per week	2	0	2
		1 of 2 keer per maand	0	2	2
38	Waarom hoe vaak content plaatsen	Geen overkill moet ontstaan	2	3	5
		Niet interessant als het te vaak is of als het te weinig is	3	1	4

Table 33*Codes participants for topic 'time of publication'*

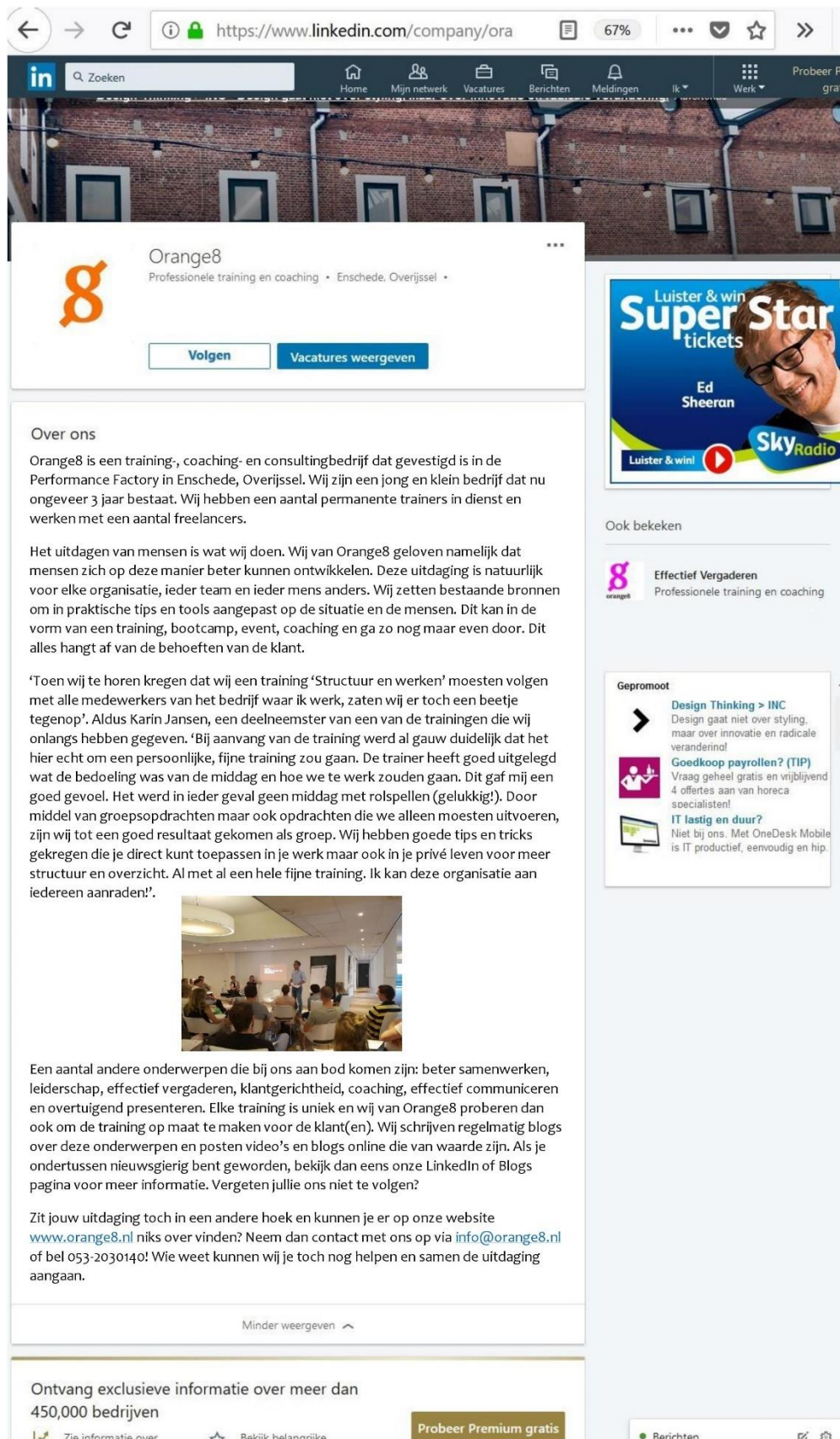
Nr.	Topic	Code	Client	Prospect	Total
39	Tijd van plaatsen	Ochtend	3	3	6
		Avond	1	2	3
		Maakt niet uit	0	1	1
40	Waarom tijd van plaatsen	Tijd om het te lezen	3	4	7

Table 34*Codes participants for topic 'contacting the organization'*

Nr.	Topic	Code	Client	Prospect	Total
41	Contact opnemen na content	Wel contact opnemen	5	5	10
42	Waarom wel of geen contact opnemen bij content	Geeft een gezicht aan het bedrijf	1	1	2
		Bedrijf en onderwerpen moeten je aanspreken	2	0	2
43	Hoe contact opnemen met bedrijf	Telefoon	3	6	9
		Mail	4	3	7
		Website	2	1	3
		LinkedIn	2	0	2
		Overige	1	0	1
44	Waarom manier contact opnemen	Persoonlijk contact	1	3	4
		Gaat sneller, direct antwoord	2	2	4
		Ligt aan de vraag	1	0	1
		Ligt aan moment/gemoedstoestand	0	1	1

Appendix G: Corporate stories second study

G.1 Corporate story 1



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Over ons

Orange8 is een training-, coaching- en consultingbedrijf dat gevestigd is in de Performance Factory in Enschede, Overijssel. Wij zijn een jong en klein bedrijf dat nu ongeveer 3 jaar bestaat. Wij hebben een aantal permanente trainers in dienst en werken met een aantal freelancers.

Het uitdagen van mensen is wat wij doen. Wij van Orange8 geloven namelijk dat mensen zich op deze manier beter kunnen ontwikkelen. Deze uitdaging is natuurlijk voor elke organisatie, ieder team en ieder mens anders. Wij zetten bestaande bronnen om in praktische tips en tools aangepast op de situatie en de mensen. Dit kan in de vorm van een training, bootcamp, event, coaching en ga zo nog maar even door. Dit alles hangt af van de behoeften van de klant.

‘Toen wij te horen kregen dat wij een training ‘Structuur en werken’ moesten volgen met alle medewerkers van het bedrijf waar ik werk, zaten wij er toch een beetje tegenop’. Aldus Karin Jansen, een deelnemster van een van de trainingen die wij onlangs hebben gegeven. ‘Bij aanvang van de training werd al gauw duidelijk dat het hier echt om een persoonlijke, fijne training zou gaan. De trainer heeft goed uitgelegd wat de bedoeling was van de middag en hoe we te werk zouden gaan. Dit gaf mij een goed gevoel. Het werd in ieder geval geen middag met rolspeel (gelukkig!). Door middel van groepsopdrachten maar ook opdrachten die we alleen moesten uitvoeren, zijn wij tot een goed resultaat gekomen als groep. Wij hebben goede tips en tricks gekregen die je direct kunt toepassen in je werk maar ook in je privé leven voor meer structuur en overzicht. Al met al een hele fijne training. Ik kan deze organisatie aan iedereen aanraden!’.





Een aantal andere onderwerpen die bij ons aan bod komen zijn: beter samenwerken, leiderschap, effectief vergaderen, klantgerichtheid, coaching, effectief communiceren en overtuigend presenteren. Elke training is uniek en wij van Orange8 proberen dan ook om de training op maat te maken voor de klant(en). Wij schrijven regelmatig blogs over deze onderwerpen en posten video's en blogs online die van waarde zijn. Als je ondertussen nieuwsgierig bent geworden, bekijk dan eens onze LinkedIn of Blogs pagina voor meer informatie. Vergeten jullie ons niet te volgen?

Zit jouw uitdaging toch in een andere hoek en kunnen je er op onze website www.orange8.nl niks over vinden? Neem dan contact met ons op via info@orange8.nl of bel 053-2030140! Wie weet kunnen wij je toch nog helpen en samen de uitdaging aangaan.

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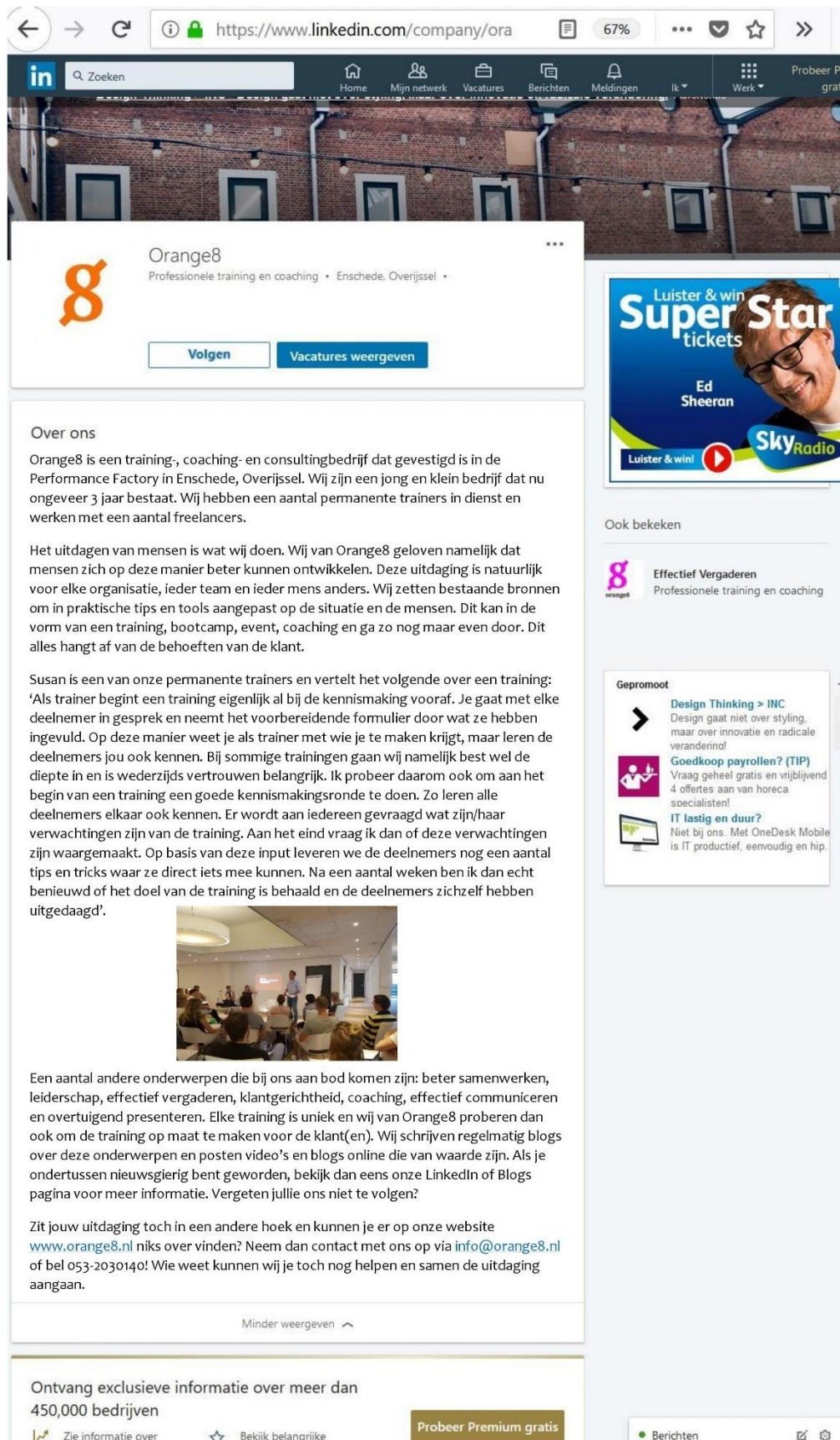
Gepromoot

Design Thinking > INC
Design gaat niet over styling, maar over innovatie en radicale verandering!

Goedkoop payrollen? (TIP)
Vraag geheel gratis en vrijblijvend 4 offertes aan van horeca specialisten!

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Niet bij ons. Met OneDesk Mobile is IT productief, eenvoudig en hip.

G.2 Corporate story 2



Orange8
Professionele training en coaching • Enschede, Overijssel •


[Volgen](#) [Vacatures weergeven](#)

Over ons

Orange8 is een training-, coaching- en consultingbedrijf dat gevestigd is in de Performance Factory in Enschede, Overijssel. Wij zijn een jong en klein bedrijf dat nu ongeveer 3 jaar bestaat. Wij hebben een aantal permanente trainers in dienst en werken met een aantal freelancers.

Het uitdagen van mensen is wat wij doen. Wij van Orange8 geloven namelijk dat mensen zich op deze manier beter kunnen ontwikkelen. Deze uitdaging is natuurlijk voor elke organisatie, ieder team en ieder mens anders. Wij zetten bestaande bronnen om in praktische tips en tools aangepast op de situatie en de mensen. Dit kan in de vorm van een training, bootcamp, event, coaching en ga zo nog maar even door. Dit alles hangt af van de behoeften van de klant.

Susan is een van onze permanente trainers en vertelt het volgende over een training: 'Als trainer begint een training eigenlijk al bij de kennismaking vooraf. Je gaat met elke deelnemer in gesprek en neemt het voorbereidende formulier door wat ze hebben ingevuld. Op deze manier weet je als trainer met wie je te maken krijgt, maar leren de deelnemers jou ook kennen. Bij sommige trainingen gaan wij namelijk best wel de diepte in en is wederzijds vertrouwen belangrijk. Ik probeer daarom ook om aan het begin van een training een goede kennismakingsronde te doen. Zo leren alle deelnemers elkaar ook kennen. Er wordt aan iedereen gevraagd wat zijn/haar verwachtingen zijn van de training. Aan het eind vraag ik dan of deze verwachtingen zijn waargemaakt. Op basis van deze input leveren we de deelnemers nog een aantal tips en tricks waar ze direct iets mee kunnen. Na een aantal weken ben ik dan echt benieuwd of het doel van de training is behaald en de deelnemers zichzelf hebben uitgedaagd'.



Een aantal andere onderwerpen die bij ons aan bod komen zijn: beter samenwerken, leiderschap, effectief vergaderen, klantgerichtheid, coaching, effectief communiceren en overtuigend presenteren. Elke training is uniek en wij van Orange8 proberen dan ook om de training op maat te maken voor de klant(en). Wij schrijven regelmatig blogs over deze onderwerpen en posten video's en blogs online die van waarde zijn. Als je ondertussen nieuwsgierig bent geworden, bekijk dan eens onze LinkedIn of Blogs pagina voor meer informatie. Vergeten jullie ons niet te volgen?

Zit jouw uitdaging toch in een andere hoek en kunnen je er op onze website www.orange8.nl niks over vinden? Neem dan contact met ons op via info@orange8.nl of bel 053-2030140! Wie weet kunnen wij je toch nog helpen en samen de uitdaging aangaan.

Minder weergeven

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G.3 Corporate story 3

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Orange8
Professionele training en coaching • Enschede, Overijssel •


Volgen **Vacatures weergeven**

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Er bestaan veel verschillende boeken, podcasts, seminars, blogs etc. over hoe het allemaal beter kan. Welke technieken je moet gebruiken om beter te kunnen communiceren, hoe je effectiever te werk kan gaan, hoe je het beste kunt leidinggeven aan mensen etc. Er zijn bronnen genoeg, maar ze zijn niet op maat gemaakt voor de specifieke situatie. Dat laatste, dat is waar wij onderscheidend in zijn. Wij proberen tijdens een training al deze informatie om te zetten naar praktische tips en tools die de deelnemers ook direct kunnen toepassen in hun dagelijkse leven maar ook in hun werk. Geen lappen tekst die gelezen moeten worden of een middag vol rollenspellen en je aan het eind van de dag afvragen waar de training goed voor was. Wij willen af van de gedachte dat een training saai, onpersoonlijk en theoretisch is. Wij willen een training of cursus weer iets maken om naar uit te kijken!



Een aantal andere onderwerpen die bij ons aan bod komen zijn: beter samenwerken, leiderschap, effectief vergaderen, klantgerichtheid, coaching, effectief communiceren en overtuigend presenteren. Elke training is uniek en wij van Orange8 proberen dan ook om de training op maat te maken voor de klant(en). Wij schrijven regelmatig blogs over deze onderwerpen en posten video's en blogs online die van waarde zijn. Als je ondertussen nieuwsgierig bent geworden, bekijk dan eens onze LinkedIn of Blogs pagina voor meer informatie. Vergeten jullie ons niet te volgen?

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Minder weergeven

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Berichten

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Ed Sheeran
SkyRadio
Luister & win!

Ook bekeken

Effectief Vergaderen
Professionele training en coaching

Gepromoot

Design Thinking > INC
Design gaat niet over styling, maar over innovatie en radicale veranderingen!

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Appendix H: Questionnaire second study

INSTRUCTIES VOORAF

Beste deelnemer,

Hartelijk dank voor uw deelname aan dit onderzoek. Dit onderzoek maakt deel uit van mijn masterthesis voor de master Communication Science aan de Universiteit Twente. Het onderzoek is gericht op corporate stories en in dit geval de corporate story van Orange8. U krijgt straks een verhaal over Orange8 te zien. Dit verhaal moet u aandachtig doorlezen. Vervolgens krijgt u een aantal stellingen voorgelegd over dit bericht. U kunt bij elke stelling aangeven in hoeverre u het er mee eens bent. Na deze stelling komen er nog een aantal meerkeuzevragen. Er zijn geen goede of foute antwoorden, het gaat er om hoe u denkt over het verhaal dat u te zien krijgt. Aan het begin van dit onderzoek worden nog een aantal demografische gegevens van u gevraagd.

De resultaten van dit onderzoek zullen uitsluitend gebruikt worden voor mijn masterthesis. Uw gegevens worden volledig anoniem verwerkt en bovendien heeft u tijdens het gehele onderzoek de mogelijkheid om uw deelname te stoppen zonder opgaaf van redenen. Het onderzoek zal maximaal 10 minuten van uw tijd in beslag nemen.

Nogmaals bedankt voor uw deelname!

Jorieke Heerink (j.w.heerink@student.utwente.nl)
Universiteit Twente, Communication Science

Hierbij verklaar ik bovenstaande instructies gelezen te hebben en geheel vrijwillig deel te nemen aan dit onderzoek.

Ja

Nee

DEMOGRAFISCHE GEGEVENS

Wat is uw geslacht?

Man

Vrouw

Wat is uw leeftijd?

Wat is uw hoogst genoten opleiding?

Geen

Vmbo

Havo

Vwo

Mbo

Hbo

Wo

Heeft u op dit moment een baan?

Ja

Nee

deze vraag krijgt de participant alleen te zien als het antwoord op de vorige vraag 'ja' is
Heeft u een beslissende functie binnen het bedrijf waar u werkt?

Ja

Nee

MATERIAAL

de participant krijg nu een van de drie corporate stories te zien, te vinden in appendix F

Hieronder ziet u een verhaal over het bedrijf Orange8. Lees dit bericht goed. U kunt tijdens dit onderzoek te allen tijde terugkeren naar dit bericht door op de pijltjes << onderaan de volgende pagina's te klikken.

ATTITUDE TOWARDS THE BRAND

Hieronder volgen een aantal stellingen over de organisatie in het bericht dat u net hebt gelezen.

onderstaande stellingen zijn te beantwoorden met een 7 punt Likert schaal, van 'sterk mee oneens' tot 'sterk mee eens'

Ik heb een positieve houding ten opzichte van de organisatie
De organisatie is echt iets voor mij
Ik zou nooit een dienst kopen bij deze organisatie
Ik vind de organisatie onaantrekkelijk
Ik vind de organisatie goed
Ik vind de organisatie onplezierig

ATTITUDE TOWARDS THE TEXT (feeling)

Hieronder volgen een aantal stellingen over het bericht dat u net hebt gelezen.

onderstaande stellingen zijn te beantwoorden met een 7 punt Likert schaal, van 'sterk mee oneens' tot 'sterk mee eens'

Dit bericht is mooi
Dit bericht trekt mijn aandacht
Dit bericht is opmerkelijk
Dit bericht is origineel

ATTITUDE TOWARDS THE TEXT (knowing)

Dit bericht geeft nuttige informatie
Dit bericht is geloofwaardig
Dit bericht verteld mij iets nieuws
Dit bericht past bij de organisatie

ATTITUDE TOWARDS THE TEXT (understanding)

Het is niet meteen duidelijk over welke organisatie het bericht gaat
Je moet het bericht vaker bekijken om erachter te komen waar het bericht over gaat
Het bericht is verwarrend

ATTITUDE TOWARDS WORD OF MOUTH

Ik zou deze organisatie aanbevelen aan mijn vrienden en familie.
Ik zou deze organisatie aan anderen aanbevelen
Ik zou deze organisatie niet aanbevelen aan een goede vriend.

VOLGEN PAGINA

Zou je de LinkedIn pagina van deze organisatie gaan volgen na het lezen van het verhaal?

Ja

Nee

CONTACT OPNEMEN

Zou je contact opnemen met de organisatie na het lezen van dit verhaal?

Ja

Nee

LAATSTE VRAAG

Heeft u ooit deelgenomen aan een training of coaching van Orange8?

Ja

Nee

Heeft u ooit contact gehad met Orange8?

Ja

Nee

AFSLUITING

Dit was het onderzoek. Bedankt voor uw deelname! Door op de onderstaande pijltjes >> te klikken rondt u het onderzoek af (het is belangrijk dat u dit doet, anders worden de gegevens niet opgeslagen). Mocht u nog vragen hebben dan kunt u contact met mij opnemen via onderstaand e-mailadres.

Jorieke Heerink (j.w.heerink@student.utwente.nl)
Universiteit Twente, Communication Science