

DIGITAL CONTENT MARKETING IN COMMUNICATING GREEN INITIATIVES OF SUSTAINABLE B2B COMPANIES IN SWEDEN

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ABSTRACT

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<p>Green marketing has increasingly gained the attention of corporate decision-makers and global firms. As several motivations lead companies to go "green," understanding what and how to communicate with the target audience to excel in the race of business performance is essential. Fortunately, digitalization has proposed new possibilities for more effective message delivery, for instance, digital content marketing on social media. However, the green marketing literature has neglected the use of digital content marketing to strategically support and communicate green initiatives.</p> <p>Thus, the present study investigates how digital content marketing could be applied in the green marketing of B2B sustainable companies. Specifically, it aims to describe green marketing and first link this term with digital content marketing through five components of green marketing mix: Distribution/Market, Price, Product, Promotion, and Production. The research goals were accomplished using qualitative research of 165 social posts and reporting on a content analysis of the three most sustainable brands in Sweden in two industries: FMCG and Energy. Three case companies are Lantmännen (#1), Vattenfall (#4), and Orkla Group (#6).</p> <p>The empirical findings reveal that the B2B firms differ in ways of distributing content and preferences of content types and formats. However, it proved LinkedIn as the preferred channel to push green digital content, with the primary focus on products, innovation, and technology. Combinations of text, image, video, and links were widespread in all case companies. To confirm the alignment between content and companies' sustainable development goals (SDGs), the study finds that the more content mentioned about SDGs, the more it impacts customers in terms of interaction. Thus, it has been discovered that goal-oriented digital content marketing is essential to tie up the connection between firms' goals and green marketing communication goals. In the end, this thesis will spark more investigation and serve as a resource for those concerned with these topics.</p>	
Key words Green marketing, digital content marketing, green marketing mix, business-to-business B2B companies, sustainable brand	
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1 INTRODUCTION

1.1. Study Background

A green world has received considerable attention from corporate decision-makers, and firms are facing mounting public sensitivity, stricter regulations, and growing stakeholder pressures to preserve the natural environment (Hult, 2011). Premi, Sharma, and Dangayach (2021) stated that environmental-friendly products and services gain increasing numbers of customers, who have begun shifting their perceptions and preferences. According to IBM Corporation's research (2020), 60% of customers want to change their shopping habits to decrease environmental impact or seek brands that align with their values. Thus, several motivations lead companies to go "green" and figure out how to communicate green initiatives to the market, such as moral reasons, strategic reasons, marketing reasons, and tactical reasons (Biloslavo & Trnavhevih, 2009). In order to quickly excel in the race to enhance business performance and deliver green initiatives, companies should adopt green marketing and build a green image for themselves (Biloslavo & Trnavhevih, 2009).

Indeed, digitalization has proposed new possibilities for more effective message delivery, for example, digital content marketing. Customers today use digital media to search for solutions to their issues, and corporations must be identified at the proper time to address this need. From awareness, customer loyalty, and lead generation, a company can attract more and more target audiences through valuable information (Pulizzi, 2014). A survey conducted by McKinsey (2020) found that digital engagement plays a better role in the customer journey when compared to traditional sales interactions. Up to 70% marketing budget of B2B companies was invested in digital content marketing by B2B companies (Content Marketing Institute, 2021). Thus, this topic is also being interested by scholars and has been studied in different approaches.

Both green marketing and digital content marketing raise the interest of scholars and have been studied in different approaches. Green marketing is considered as a tool to deliver green initiatives. For example, Gordon et al. (2011) and Visconti (2021)

studied green marketing connected to *supply chain management and product development*. On the other hand, Dangelico and Vocalelli (2017), Mukonza and Swarts (2019), and Woo (2021) investigated the relationship between green marketing and the *brand reputation and/or corporate image*. According to Robinot et al. (2010), Nathaniel et al. (2016), Sharma (2021), and Shafiee (2021), sustainable brands also associate green marketing with *customers' purchase journey and/or behaviors*. Nevertheless, none of those mentioned above studies dealt with what types of content or green message companies deliver through their green marketing. Recently, there have been more studies on green marketing in accordance with *Corporate Social Responsibility report and the company's annual report* (Martin & Hadley, 2008), *social media* (Šikić, 2021), and *official websites* (Biloslavo & Trnavhevič, 2009; Parker et al., 2010) as marketing and communication tools. Indeed, Vaccaro (2009) and Sitnikov et al. (2015) are among numerous studies discussing green marketing in the B2B context.

However, both green marketing and digital content marketing literature have neglected the use of digital content marketing to support and communicate green initiatives strategically. Less is to know how digital content marketing is utilized in green marketing through different elements in the green marketing mix or vice versa. Therefore, a new perspective on digital content marketing in communicating green initiatives is crucial for at least two reasons. Firstly, the knowledge stays unexplored in context, geography, and digital platforms. Secondly, firms can frame their green messages of environmental improvements in many ways, for instance, globally and locally beneficial, and on different channels (such as Facebook, LinkedIn, Twitter, and YouTube). As a result, the insights into how business-to-business (B2B) companies enhance their sustainable brands through digital content marketing have remained limited. Additionally, consumers in Europe are becoming more accepting of sustainable development goals and ethical business practices (Bondarenko et al., 2020). When customers do independent research into the company's level of responsibility more frequently, green marketing strategies are the foundation for selecting products and services (Bondarenko et al., 2020).

Looking at regional performance in Sustainable Procurement, Sweden is the leading country that shows relative stability in the United Nations' five-year score development (EcoVadis, 2021). Consequently, our paper "*Digital Content Marketing in Communicating Green Initiatives of Sustainable B2B Brands in Sweden*" is necessary to the literature pool. We aim to fill the empirical gap in the knowledge of how B2B sustainable brands in the Sweden use digital content marketing manifested with green marketing mix to deliver green initiatives to target customers. Mark-Herbert and von Schantz (2007) stated that the question for companies today is not whether to communicate but rather how to communicate. As a result, this literature contributes to better practical marketing and communication toward a sustainable world.

1.2. Study Objectives and Study Questions

This paper aims to (1) gain insights into the role of digital content marketing in communicating green initiatives of sustainable brands. Consequently, the study (2)

provides implications for B2B companies to align contents with sustainable goals. To achieve these objectives, the following research questions were developed.

Main question: *How sustainable B2B brands use digital content marketing in communicating their green initiatives?*

Sub-question: *How well are digital content marketing approaches following firms' sustainability goals?*

Due to the rapid development of digital platforms, it is proposed that both industrial managers and scholars should be aware of what channels to advance the effectiveness and spread of green ideas from B2B sustainable brands. Therefore, the sub-question will evaluate digital content marketing approaches to examine their relevance to the corporates' sustainable goals. Overall, it leads to the main question, which concentrates on how digital content marketing could be applied in the marketing communication of B2B sustainable companies.

This study adds to the current understanding of digital content marketing and green marketing in various ways, primarily when it represents the first research on connecting two concepts mentioned above in the context of B2B green marketing mix. The findings from case companies can continue building the ground for further research examining either different industries or different countries/regions. Besides, this paper hopes to illustrate essential implications for managers working for sustainable brands. The main research question and the sub-question are approached through theoretical and empirical research.

1.3. Study Structure

The remainder of this thesis is divided into five chapters (Figure 1). Following the introductory section, Chapter 2 discusses the existing knowledge concerning green marketing, digital content marketing, and the connection between these two key concepts. More specifically, the chapter introduces different terminology of green marketing and its roles in communicating corporate environmental ideas. Thenceforth, it includes studying green marketing strategy and green marketing mix, in comparison with traditional marketing mix 4Ps framework. Consequently, the focus is shifted to the advantages of green marketing to understand its application in the business environment. In addition, other literature relevant to digital content marketing is reviewed to understand its definition, then to discover its unique characteristics and objectives within the B2B context. We then describe social media and its users to identify the nature of B2B content marketing on these current digital platforms. Finally, the chapter summarizes the theoretical framework formed as a synthesis of these fields when viewing digital content marketing as a tactic to support green marketing. In addition, an understanding of what a sustainable brand is and the sustainable development goals they pursue are provided to strengthen the study and enhance the thesis' conclusions.

In Chapter 3, we demonstrate the methodological considerations served for this study. We defined the case selection strategy and the criteria for choosing the most suitable brands before presenting analytical techniques to gather data and examine them. Thereafter, content analysis was carried out to gain insight. A coding book was

prepared to collect relevant data and support the purpose of this study. Finally, Chapter 4 deals with the findings of this study before we move to the answers to the main research question in Chapter 5. This part also presents theoretical and managerial contributions, the reliability and validity of the research, and offers suggestions for future study. Finally, a coding book is mentioned in the appendix.

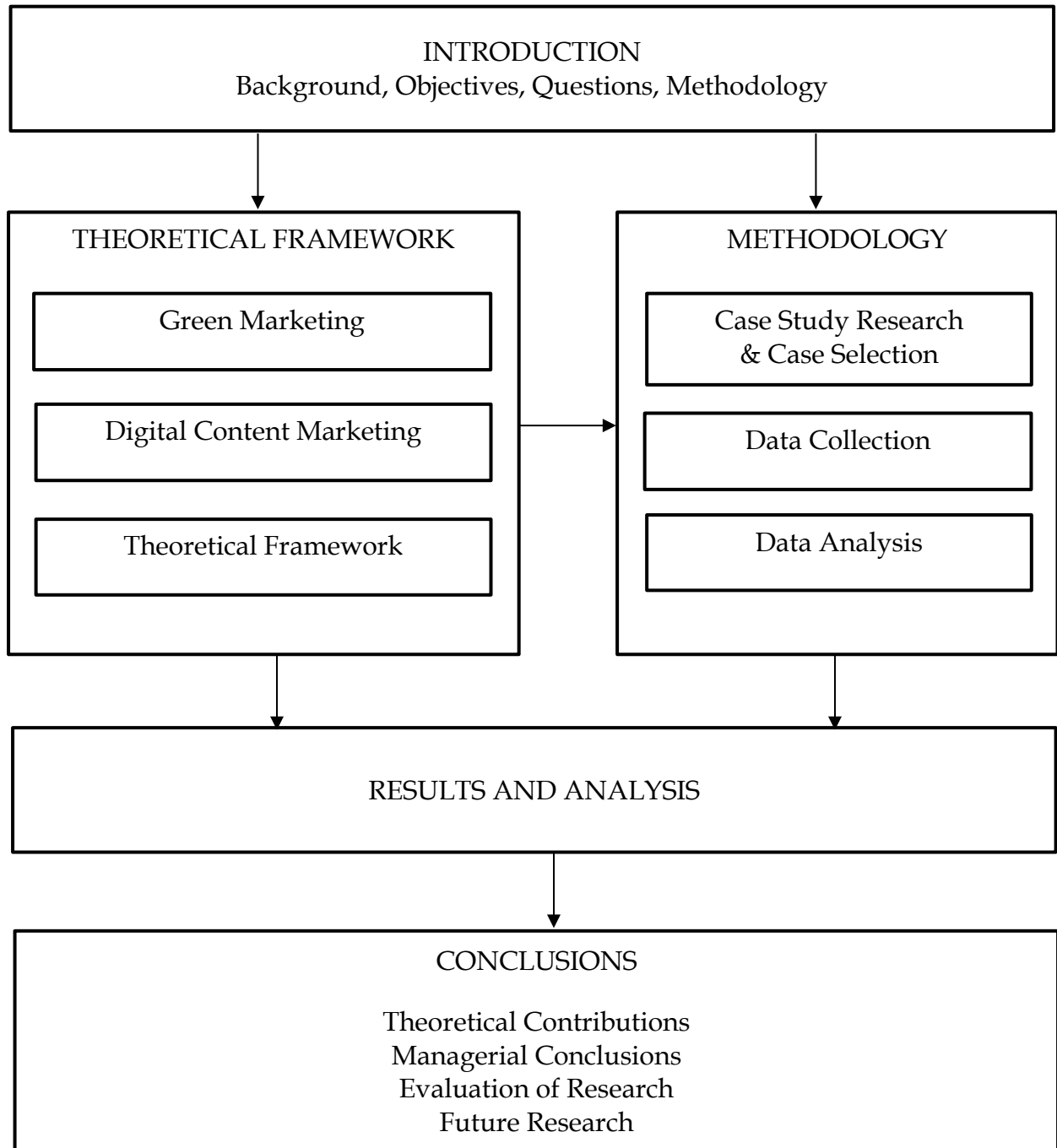


FIGURE 1 Structure of the study.

2 THEORETICAL FRAMEWORK

This literature review chapter focuses on two key things: green marketing and digital content marketing. Thereafter, the study concentrates on building a bridge between these two concepts, with a particular focus on the B2B context of selected sustainable brands.

2.1 Green Marketing

2.1.1 Definitions

Different authors take different standpoints towards green marketing. Green marketing was first mentioned in the form of "ecological marketing", which is related to every marketing activity that can either cause or solve environmental issues (Hennion & Kinnear, 1976). However, green marketing can also be interpreted as various actions with a limited activity area in an "end-of-pipe" perspective (Ottman, 1993). The author claimed that green marketing only concentrated on specific environmental issues (for instance, air pollution or natural resource depletion) and industries, while not many firms and customers shifting their lifestyles. However, Peattie (1995) brought into a novel concept of green marketing when defining it as a comprehensive process in which marketers address, analyze, and serve the needs of consumers and society with profitable and long-term solutions. It means green marketing is the effort to influence all aspects of the marketing process to encourage sustainable consumption. Polonsky (1994) was also of the same view that "green" or "environmental" marketing is the process that includes various activities to satisfy human demands but also avoid harming nature. Furthermore, he claimed that environmental marketing encompasses three fundamentally unique categories that relate marketing to the natural environment (hence, *ecological*, *green*, and *sustainable*). As per the author, in ecological marketing, environmental goodwill results from moral considerations, but in green marketing, the cause is commercial needs. He also stated that sustainable marketing might assist businesses in maintaining their vision in a long run and prioritizing continuity profit, so assisting in the determination of trade-offs between corporate aims and environmental challenges.

Turning into the 21st century, environmental awareness and the considerable demand of customers caused the increase in corporate demand for creating new green features and environmental initiatives and green marketing (Peattie & Crane, 2005). As a strategic tool, green marketing consists of different CSR strategies (Vaccaro, 2009), which align with the company's sustainable goals to take positive actions on the social and environmental system. Consequently, "sustainable" has been associated with "green marketing" to formulate a more radical approach. Similarly, another team of scholars (Bondarenko et al., 2020) emphasized that sustainable marketing seems to be vital for successful corporate operations. According to these authors, it is targeted at corporate and societal goals. As a result, this marketing idea is necessary for the chosen direction of societal progress and is suitable for demonstrating the critical substance of current marketing efforts. Bondarenko and his colleagues (2020) also mentioned that green marketing promotes the values of sustainable development and involves simultaneously satisfying customers, achieving the company's market goals, and harmonizing relationships within an ecosystem that includes business and its consumers. It builds a customer ecosystem on a digital channel that allows regular communication with consumers, translates them to sustainable development values, and responds fast to their conscious consumption of goods and services demands.

Dangelico and Vocalelli (2017) stated that green marketing is marketing and communications efforts that aim at environmental sustainability, consumers' satisfaction, and company profitability. By reviewing 114 quality research articles that have relevant interpretations of green marketing, Dangelico and Vocalelli found out that various terms have been utilized to define the integration of environmental sustainability into marketing, in some cases interchangeably, in other cases with different meanings. The terms "green," "greener," "eco," "ecological," "environmental," and "sustainability" used with the term "marketing" could have radically different, which illustrate the concept's growth through time (Dangelico & Vocalelli, 2017). It means, these terms cannot be considered synonyms for green marketing. This idea was then backed up in another study by Šikić (2021), when green marketing is said to be determined by the context as there is no globally acknowledged definition or terminology of it.

In this thesis, we will adopt the definition by Belz and Peattie (2009), which is most widely adopted in most research above. According to Belz and Peattie (2009), *green marketing is described as a significant component of business efforts toward sustainability, which should also focus on the social and environmental criteria and serve the corporate aims*. This definition is further reinforced in the study of Woo (2021). Woo viewed green marketing as promoting products that are safe for the environment and valuable to society, which can also be applied further to show the corporate's social responsibility. As a result, the theory relating to green marketing strategy and green marketing mix will be evaluated in connection to the company's aims. Then the following subchapter will discuss in detail the benefits of green marketing for corporates before thoroughly analyzing how it relates to digital content marketing.

2.1.2 Green Marketing Strategy and Green Marketing Mix

The present climate concerns confronting the world necessitate leaders developing strategies to conserve and maintain the environment (Millar et al., 2013). Therefore,

Mukonza and Swarts (2019) believed that a green marketing strategy accelerates a company's sustainable competitive advantage in terms of protecting nature and simultaneously serving customers' needs. A collection of marketing strategies helps companies to target a specific audience and accomplish business objectives without causing damage to the natural environment (Mukonza & Swarts, 2019). Consequently, a green marketing strategy should reflect the environmental benefits of the company's green products while achieving customer satisfaction and profitability (Sitnikov et al., 2015). However, all three studies by Sitnikov et al. (2015), Mukonza and Swarts (2019), and Dangelico and Vocalelli (2017) failed to answer the question of what green marketing strategy is. Instead, Dangelico and Vocalelli (2017) only mentioned about four different steps of conducting a green marketing strategy, in which they considered "segmentation and targeting" as well as "positioning and differentiation" jointly (p. 1269). On the other hand, Sitnikov et al. (2015) discussed about various premises required in formulating a green marketing strategy, which is not relevant to this master thesis.

Green marketing strategy is defined by reactive and proactive classifications (Vaccaro, 2009). The former type of strategy adheres to environmental management standards, uses fewer resources, and has a lower corporate commitment and senior management engagement. According to Vaccaro, these reactive strategies concentrate more on short-term ecological sustainability and are likely to take actions based on external forces. A proactive green marketing strategy, on the other hand, tends to necessitate more resources and requires more substantial responsibilities from all hierarchy levels with a long-term corporate environmental procedure (Vaccaro, 2009, p. 318). Consequently, Vaccaro (2009) affirms that the latter serves better the sustainable goals of companies when it addresses better the three pillars of sustainability we mentioned above: ecological, economic, and socio-cultural. Next, to execute a green marketing strategy, a green marketing mix is taken into consideration, which is built based on the traditional marketing mix framework of Product, Price, Promotion, and Place (Kotler & Amstrong, 2014) and consists of essential elements to plan and manage companies' green marketing effectively.

The green marketing mix framework of Mukonza and Swarts (2019) is adopted from the traditional 4P and added *Green People* and *Green Process* as new characteristics. According to Parker et al. (2010), the traditional 4Ps are not precise enough to demonstrate how companies can virtually convey their environmental improvement activities. Therefore, these authors also came up with a new conceptual contribution for environmental improvement with the new 4Ps: *Product*, *Profile*, *Process*, and *Prominence*. In another study, Bondarenko et al. (2020) also brought into different points of marketing mix within a sustainable concept. Their 7Ps framework includes *Product*, *Price*, *Place* (Distribution), *Promotion*, *People* (Staff), *Process*, and *Physical Attributes*. Businesses are changing their marketing mix and how they connect with customers to adapt to changing conditions. Thus, differences in the marketing mix result from changes in practice (Bondarenko et al, 2020).

Overall, a company should differentiate its message through the green marketing strategy and consider "green" as a lever to achieve differentiation and competitive advantage (Dangelico & Vocalelli, 2017). According to those two authors, it opens more opportunities for the firms to expand their market by incorporating green features in conventional products or initiatives. Dangelico and Vocalelli also

agreed with Kotler and Armstrong (2014) when affirming that customers tend to spend higher for items that have more useful features or are environmentally friendly. While many green products exist (Dangelico & Vocalelli, 2017), carefully defining content marketing is critical and maybe a helpful tool for sustainable companies. Dangelico and colleagues also stated that while several researches have concentrated on the various aspects of green marketing mix, green marketing strategy and its different phases have received far less attention. According to them, only a few studies on targeting had been discovered, despite much research on segmenting the market based on customers' levels of greenness. Future research should focus on identifying and formally classifying distinct targeted methodologies for a green marketing strategy to emphasize the best possibilities based on industry and business features.

2.1.3 Benefits of Green Marketing

The next question is: why do companies need green marketing? For a variety of reasons. Polonsky (1994) pointed out that achieving business aims is the first reason for firms' demand of green marketing strategies. According to Dangelico and Vocalelli (2017), consumers would spend a higher price for products that have more useful features or are environmentally friendly. Thus, green marketing strategies add more value to a company and directly contribute to the company's excellent sales growth (Mukonza & Swarts, 2019). While costs related to waste disposal or material consumption also drive businesses to change their habits and tactics in a greener manner (Polonsky, 1994), a company can both show its social responsibility to the environment and other global issues, as well as satisfy different stakeholders and relieve the pressure from both government and the business competitors. As a result, companies may better fulfill the demands of both consumers and all other key stakeholders by adopting a strategic green marketing approach.

Another main force that encourages companies to obtain green marketing is to maintain corporate competitive rank. Šikić (2021) affirmed that customers have begun to expect environmental stewardship from corporations, and they frequently base their purchase decisions on the green level of a firm. Indeed, green marketing strategies help companies to accelerate their sustainable competitive advantage (Mukonza & Swarts, 2019) and fulfil shareholder demands (Dangelico & Vocalelli, 2017). Some businesses (especially large-sized companies) are subject to environmental regulations and are instructed to report to government stakeholders, for instance, about their greenhouse gas emissions, energy consumption, and energy production (Parker et al., 2010).

Finally, green corporation's reputation is also a unique selling point that derives from green marketing and brings about a defensible competitive advantage that is difficult to copy (Biloslavo & Trnavčević, 2009). According to these two authors, the green reputation of a sustainable company can be significantly affected by various marketing communications and the different characteristics of each product and service. Various companies also plan strategic green marketing by delivering company's values in environmental protection and social responsibility, related to sustainable development to build a greener image (Biloslavo & Trnavčević, 2009). In addition, communicating about a company's commitment to protecting the environment, achievements, and awards on a website is a popular way done by small-

and-medium businesses to enhance the corporate branding (Parker et al., 2010). Woo (2021) stated that how strong the environmental-friendly strategies commit will decide the success of any company and its reputation. Woo also agreed that green marketing strategies help safeguard the company's reputation due to its diverse associated benefits in each society and maximize companies' competitive advantage.

2.2 Digital Content Marketing

2.2.1 Definitions, Characteristics and Objectives

Definitions

Digital content marketing is a management process that allows a company to recognize, foresee, and fulfill customer demands through digital content or bit-based things distributed through electronic channels (Rowley, 2008). This definition was then extended to cover everything which a person or a company creates and/or shares to deliver their message through various data formats, sounds and geolocations (Handley & Chapman, 2010; Stieglitz et al., 2018).

On the other side, Holliman and Rowley (2014) defined B2B digital content marketing as the strategy involving creating, distributing, and sharing content to engage customers at the appropriate point in their buying consideration processes. Within Holliman and Rowley's study, digital content marketing within the use of B2B companies was classified into three types: organic content, paid content, and social content. The first one is described as an inbound marketing technique to attract the target audience to the company's website. It is important to understand that the corporate users actively provide this organic content. The second type - sponsored post, is more related to digital goods such as songs, e-magazines, or other online services. The third one - social content (so-called user generated content - UGC) mentions the content not created by a company itself, but by brand community members such as their customers, employees, and investors. Holliman and Rowley defined the latter type of B2B content marketing as a significant way to create dialogues within the community associated with the website, while nurturing knowledge about the company and strengthening customer relationships.

Digital content marketing is also viewed as social media marketing because of their similar commercial objectives and the emphasis on storytelling (Järvinen & Taiminen, 2016). In addition, by producing and distributing content in various platforms and formats, companies can target potential audiences by bringing values and engagement. Järvinen and Taiminen affirmed that the success of digital content marketing depends significantly on how the real customers can be reached and how relevant values they can perceive from that content. Rather of directly pushing firm products, digital content should target consumers' desires and tackle their issues (Järvinen & Taiminen, 2016). These authors then suggested companies to develop a new marketing strategy called "data-driven content marketing" (p. 172) in accordance with the entire company's strategic shift toward a market-driven operation. According to Järvinen and his colleague (2016), the philosophy's central premise was

to generate and provide captivating, relevant, and meaningful content depending on specific customer demands to produce strong results.

All abovementioned ideas are then reinforced by Hollebeek and Macky (2019) and Yaghtin et al. (2020). Hollebeek and Macky's (2019) research described digital content marketing as creating and disseminating relevant, valuable brand-related content to current or prospective consumers on digital channels. These authors said that primary purpose of digital content marketing is not about directly persuading consumers to buy a company's offerings, but to develop favorable brand engagement, loyalty, and relationships. On the other hand, digital content marketing supports B2B businesses in recognizing, predicting, and fulfilling consumers' informational demands (Yaghtin et al., 2020). Consequently, it contributes to firm performance, especially during special occasions (for instance, in pandemic crisis). To sum up, based on the abovementioned definitions of content marketing, this definition was developed and utilized for the study: *Digital content marketing is the process of enlightening, engaging, and earning the target audience with relevant and helpful messages. These messages can be made and delivered in different formats and distributed on digital channels.* The following sections discuss various characteristics of digital content marketing and how B2B digital content marketing performs specifically on social media.

Characteristics

The key natures of digital content marketing are proposed as below, based on contributions from different research papers.

- **Contextual value:** The value of digital content depends upon its context and its use by specific users on certain occasions and cannot be determined in advance (Rowley, 2008). To be specific, the contextual characteristic of value affects its notion, which then decides how the audience perceives the content and leads to their actions upon that. Content must also deliver shared values with the target audience, for example, their lifetime value (Holliman & Rowley, 2014). This characteristic is the first fundamental component of quality communication, which focuses on appropriate content for the right readers (Järvinen & Taiminen, 2016).
- **Interaction:** This characteristic has consequences depending on the context (Rowley, 2008). Boosting continuous interaction and engagement of the brand community to drive B2B consumers to digital platforms or websites is also one of the primary purposes of digital content marketing (Holliman & Rowley, 2014). In a B2C scenario, interaction can attract potential customers to interact with the company (Järvinen & Taiminen, 2016) and increase brand purchase intent (Rancati & Gordini, 2014). Besides, better-valued content indeed attracts more interactivity from different users, enhancing trust in the service provider in B2B sector (Wang et al., 2019).
- **Repackageability:** One content can be repurposed to distribute on various digital channels (Rowley, 2008). According to Rowley, it is hard to define which content is original as it can be reproduced from different sources (Rowley, 2008) to serve different types of audience and various needs which are examined through research and testing (Holliman & Rowley, 2014).

- **Non-opportunistic behavior:** Content marketing should avoid selling language as it may be easily noticeable by viewers and prospects and reduces the perceived value of the content (Holliman & Rowley, 2014). Additionally, great content concentrates on problem-solving for the customers or providing them with valuable information to enhance their lives (Holliman & Rowley, 2014).

Objectives

Various companies do not have a separate content marketing strategy (Holliman & Rowley, 2014); they still define content marketing objectives, for example, lead generation, brand awareness, and trust-building. According to the authors, four key objectives of the social content marketing category are organization market intelligence, persuasion, customer relationship, and community management. According to Holliman and Rowley, corporates need to use digital content marketing to guarantee value creation through content and create interaction. In Rancati and Gordini's research (2014), the writers identified brand awareness (86%) as the most important purposes of having digital content marketing, followed by client capture (84%) and sales (82%), and possibly further objectives. Other objectives include consumer loyalty, lead generation/management, interaction and traffic, as well as thought leaders. With social networking sites, customers' trust in salespeople's honesty, ability, and friendliness may grow, increasing customer loyalty. Additionally, Zhang and Li (2019) showed that customers' trust in goodness could lower their perceived purchase risk and indirectly increase customer loyalty. It helps the company create consistent content and make it serve the company's goals of gaining more consumers. According to Pitt et al. (2019), firms are pushing more efforts on social media because it builds brand engagement, which has solid and straightforward connections to brand equity. Corporate reputation is a term that refers to a customer's perception of a brand's characteristics and connotations associated with brand perceptions. Additionally, it can lay the groundwork for a positive impact on firm performance.

According to a book written by Ryan and Jones (2009), content marketing on digital channels entails numerous conversations, which enables marketers to engage in discussions about company matters. They assert that social media marketing is comprised of these critical pillars. To begin with, it is to increase the online visibility of the business, its products, and services through beneficial impacts on the virtual communities. Then it is to handle the brand's reputation through observing, examining, answering inquiries, and shaping dialogue. While most marketing communication forms primarily aim at sales to increase quickly, digital content marketing concentrates on other elements that result increased revenue and long-term customer interactions. At this point, digital content marketing is viewed as an essential strategy for B2B companies, which need to accelerate their sales significantly and enhance continuing brand reputation.

2.2.2 B2B Content Marketing on Social Media

Recently, social media has surpassed conventional press as the most popular communication channel. However, when it comes to using social networking sites as channels of communication for green marketing, not many studies have investigated

how businesses optimize them to communicate with their consumers. Through social media, businesses can both convey their green initiatives successfully and create dialogues with target audience, which is known as one of the most effective methods for a company to communicate with its online community (Romenti et al., 2016). According to Šikić (2021), social media channels such as Facebook or Twitter help firms boost environmental claims' legitimacy through content in various formats. According to this author, B2B content on social media can raise individual awareness while pushing themselves to deliver environmental facts and CSR. The improper selection of communication channels explains why green messages frequently fail (Šikić, 2021). Thus, the fast growth in the number of social networking sites makes it challenging for businesses to determine right channels to convey right messages.

While much of the prior study on social media users has focused on consumer context, the same responsibilities are equally valid throughout the B2B context. According to Yaghtin et al. (2020), the Internet's importance in B2B consumer purchasing decisions grows, therefore, businesses have been urged to create digital content that motivates promising clients to connect with them. The authors mentioned that content marketing is distinct from other forms of marketing, especially in a B2B scenario. Apart from advertising-centric marketing, it is not concerned with convincing clients of the specific benefits of a business's goods (Yaghtin et al., 2020). Digital content marketing on social media also offers faster and more personalized interactions between the firms and their target audience, resulting in a more substantial relationship (Yaghtin et al., 2020). In contrast, advertising uses advertisements to persuade buyers of the benefits, audiences, or customers' approach to valuable content, according to Wang et al. (2019). Recently, practitioner research has revealed how digital information and online conversations affect purchasing decisions. Supporters of thought leaders think that corporate users should strengthen their social networks to share and spread relevant and valuable content. While also building this new consumer attitude, marketers can leverage content marketing to gain a significant strategic advantage.

Social media platforms

Numerous companies are now utilizing social media to boost brand recognition, establish brand communities, managing relationships and sensing markets (Bolat, Kooli & Wright, 2016). Social media is described as a combination of Internet-based apps, facilitating the creation and distribution of content created by users, built on the conceptual and technological basis (Kaplan & Haenlein, 2010; Järvinen & Taiminen, 2016). Kaplan and Haenlein (2010) categorized social media into six different types based on the media richness and social presence (Table 1).

TABLE 1 Six categories of social media (adapted from Kaplan and Haenlein, 2010).

		Social presence/ Media richness		
		Low	Medium	High
Self- presentation/ Self- disclosure	High	Blogs	Social networking sites (e.g., LinkedIn)	Online social worlds (e.g., Metaverse)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Online game worlds (e.g., The Sim)

Following Table 1 above, Kaplan and Haenlein (2010) mentioned that in terms of social presence and media richness, collaborative sites like Spiderum and Wikipedia rank last since they are generally text-based and thus enable quite a basic communication. Holding the higher positions are content communities (e.g., YouTube) and social networking sites (e.g., LinkedIn). These sites allow users to exchange photographs, videos, and other types of media in addition to the text-based conversation. Virtual gaming and social worlds are at the highest level, attempting to reproduce all aspects of face-to-face interactions in a virtual world. Blogs frequently outperform collaborative projects in terms of self-presentation and self-disclosure, while the latter is more concentrated on certain subject domains. Social networking services, in a similar vein, allow far greater self-disclosure than content communities. Eventually, virtual social worlds need stronger amount of self-disclosure than virtual gaming realms, which are governed by strict standards that drive players to act in a specific manner. Apart from this, there are not many systematic ways to categorize all social media channels as they continuously appear on the internet.

In the scope of this thesis, we only examine social networking sites. According to Kaplan and Haenlein (2010), these social networking sites (so-called digital content platforms) are apps that allow users to interact by establishing online profiles, allowing peers to find each other, and exchanging emails and messages. Such personal accounts can contain any type of material, such as images, videos, voice recordings, and blog posts. However, we will adopt the definition of Appel et al. (2019), which said social networking sites are both apps and websites, which are digital environments to send and receive digital content or information for a certain purpose. In the research of Kietzmann et al. (2011), there are 7 functional building blocks of social media channels, namely Presence, Sharing, Identity, Relationships, Reputation, Conversations, and Group. They perform their shared functionality and serves different purpose. According to Kietzmann and his colleagues (2011), comprehending the different ecosystems of social media may assist businesses pursuing stakeholder involvement on these digital channels in adopting the appropriate platforms and technologies.

Identity aspect pertains to users' publicity on the internet, such as identities or confidential info shared online (Kietzmann et al., 2011). The *conversations* section represents a social media platform's communication setup and includes online chats. One user can even be the one to join an already-made dialogue or to start a conversation by themselves. The framework's *sharing* component looks at how people share, distribute, and acquire material. The *presence* block refers to information

regarding user accessibility and availability to other users. The *relationship* feature shows the level of relationship and contact amongst persons. The *reputation* block explains how users' standings differ from the others. From the B2B perspectives, it also helps company to monitor their company advantages and raise brand awareness. *Group*, the final functional element, is concerned with members' rules and protocols inside a network (Kietzmann et al., 2011).

This thesis' previous section mentioned that the focus of this thesis is on social networking sites and digital content marketing of B2B sustainable companies in Sweden. Based on a report which presents the most used social media channels in the Nordics by B2B companies (Meltwater, 2022), selected channels are LinkedIn (97%), Facebook (90%), Instagram (79%) and Twitter (45%). It is also reported that Facebook ranked the most daily used social media apps in EMEA, the Americas, and Nordic countries while LinkedIn dominates the B2B picture. Nevertheless, no studies have investigated how businesses use LinkedIn as a part of their green marketing digital mix. Furthermore, while LinkedIn correspond to the framework's *identity* block in Figure 4, Facebook focuses on *relationship* block. Simultaneously, much social media research focuses on a particular platform, frequently concluding that platform while ignoring the bias of its specialized readership. According to Yaghtin et al. (2020, p. 1008), the objective for studying certain social media platforms is to understand how they facilitate quick and tailored interaction between consumers and companies, hence strengthening connections. Recently, the total number of people participating in social networks in Swedish increased from 54% in 2011 to 72% in 2019 (Statista, 2021). Since social media and its digital content marketing are crucial for developing a green marketing strategy for green initiatives, these are the thesis focuses.

When talking about LinkedIn, it is commonly known as one of the most suitable and valuable social media platforms for B2B companies (Keinanen & Kuivalainen, 2015; Meltwater, 2022; Cortez & Dastidar, 2022). Customers may communicate with vendors using LinkedIn's extensive collection of interaction tools (Cortez & Dastidar, 2022). Firstly, it streams selectively distributes posts to users who may engage by glancing at the content and producing an impression. Secondly, LinkedIn also allows businesses to link their brand identity with targeted viewers. However, only the audience's perception gives the content significance, so new wisdom is developed repeatedly via online social behaviors of clients on the LinkedIn feed. In other words, the material communicated on LinkedIn and the user's engagement behaviors in reaction to the content contribute to building a digital interactive network. Cortez and Dastidar (2022) also mentioned that both large companies and small-and-medium firms adopt content marketing on LinkedIn for similar purposes, such as easy usage, cost savings, and compatibility. In another study, Blank and Lutz (2017) confirmed that LinkedIn really attracts professional networks, especially people who has high incomes or in high-skill sectors namely consulting, finance, and higher education. Thus, it is understandable if sustainable companies usually share their sustainable reports and update green initiatives on this channel, as it reaches their investors and relevant stakeholders easier and more transparently. Nevertheless, LinkedIn is an under-investigated social network, as none of the scholars have explored the way firms use LinkedIn to communicate in green marketing digital mix.

According to Kietzmann et al. (2011), Facebook offers users several possibilities to develop relationships in different levels. Whereas, Instagram, a visual-based platform focuses more on delivering self-promotion and communication through photos and videos. Various investigations have demonstrated the increasing growth of video-sharing services, primarily how people conduct their activities on social media channels (Hu et al., 2014). Instagram and another image- and video-focused social media sites have witnessed rapid expansion in the B2B industry (Munoz & Towner, 2017). In fact, the reason is because of their ability to provide realistic objectives such as public approval, recognition, and reputation through comment threads and conversations on posted photos/videos (Malik et al., 2016). Following the study of Šikić (2021), Instagram is also known as the frontline to promote brands. The author showed us different ways of delivering green message using relevant environmental-oriented content to target audience via Instagram. According to him, especially when there are more updated features on this platform (e.g., shoppable posts), it helps companies to effectively raise product awareness and brand position as a responsible corporate.

Users on social media channels

Regarding content production, particularly in B2B companies, a strategist should examine external and internal stakeholders (Bruhn et al., 2012; Brennan & Croft, 2012). In the study of Huotari et al. (2015), they mentioned two main types of users, namely external and internal users (See Table 2). External users include corporate users (in this case, the competitor), customer users, professional users, and civilian users. Besides, internal users are corporate and employee users, as described in Table 2. The authors mentioned "internal users" as official employees who receive monthly salaries. According to Lee et al. (2006), marketers need to monitor closely company-related content produced by their colleagues on digital channels. Lee and his coworkers divided these users into two small groups: *corporate* and *employee* users. A corporate user can be understood as the firm itself or its B2B marketing and communication team. Commonly, they are the ones who represent the corporate brand voices and run companies' official digital accounts while following a code of conduct for social media usage. In contrast, employee users use their social media accounts to interact individually and in a personal manner. Within the scope of this master thesis, we only did research. Therefore, we interpreted the results based on the perspective of internal corporate users on social media.

TABLE 2 Different users on digital channels of a B2B companies (adapted from Huotari et al., 2015).

User	Description
<i>Internal users</i>	
Corporate user (A)	User can be considered as a company or the B2B marketer itself. Content created or distributed by this user is considered as the company's voice.
Employee user	User can be identified as an ambassador or/spokesperson (in some cases) who represents the characteristics of a company. These users are also on the company's payroll. Some employee users are more influential than others based on the company's strategy and unique position and branding.
<i>External users</i>	
Corporate user (B)	User can be identified as a company or the B2B marketer itself. Content created or distributed by this user is considered as the company's voice. In the relationship with the corporate user (A), this corporate user (B) can be considered as its competitor or third-party (for instance, agency partners).
Customer user	User is an individual who is a customer or willing to be a customer. Based on brand loyalty and personal branding, some customers are more influential than others.
Professional user	User can be any of the company's stakeholders who have professional connections with the company in different aspects. The user is not a customer or potential customer as listed above.
Civilian user	User represents him/herself only on social media and is not connected professionally to the business.

To sum up, it is worth considering various channels of a company for a generic viewpoint. However, there is a gap in addressing how sustainable business deliver green ideas through content on social networking sites, and how they align those social posts with the company goals. According to Šikić (2021), social media platforms raise visibility, foster engagement, and affect purchasing decisions. As a result, businesses are putting in much effort to communicate the right messages to their consumers via social networking sites.

2.3 Theoretical Framework

The literature review above discussed green marketing and digital content marketing. However, no available framework was found to combine green and digital content marketing. As a result, a framework (Figure 2) is illustrated for this thesis, highlighting the connection between digital content marketing and green marketing strategies, with sub-categories demonstrated in this model. The framework is major based on the conceptual model of digital content marketing in the B2B sector by Yaghtin et al. (2020).

The process of planning green digital content for a B2B sustainable company should start by setting strategic goals that align with that brand's overall objectives (Yaghtin et al., 2020). It is essential to understand that parts of this master thesis' literature review were investigated particularly from the perspective of sustainable firms. Therefore, in the context of this study, the framework is modified to serve the research aims, which presents different sustainable goals and components of the green marketing mix as essential steps before planning and choosing suitable content. Five elements of the green marketing mix discussed in section 2.1 are utilized to develop this framework as the facilitators to enrich the efficiency of digital content marketing and support the process of polishing the right content. Besides, classifications of content recommended in this framework are task-related content, interaction content, branding/advertising content, and others. Each type of content is suggested to satisfy various audiences' informational needs and be delivered in "some way great, remarkable, or awesome stuff" (Holliman & Rowley, 2014, p. 273) to succeed. Further analyses are discussed later in the following subchapters.

It is necessary to mention that audience engagement and feedback are also critical to having great green digital content. For example, Yaghtin et al. (2020) found that when content delivers environmental-related issues, it raises massive demand in the target audience to participate in dialogues, which can be either relevant to a controversial activity in the past or a challenge in the future. Thus, audiences' engagement and valuable feedbacks throughout digital content marketing execution become important (Yaghtin et al., 2020). Indeed, continuous testing of content distribution channel efficiency and valuable content for the right customers helps the business optimize its content consistently (Holliman & Rowley, 2014).

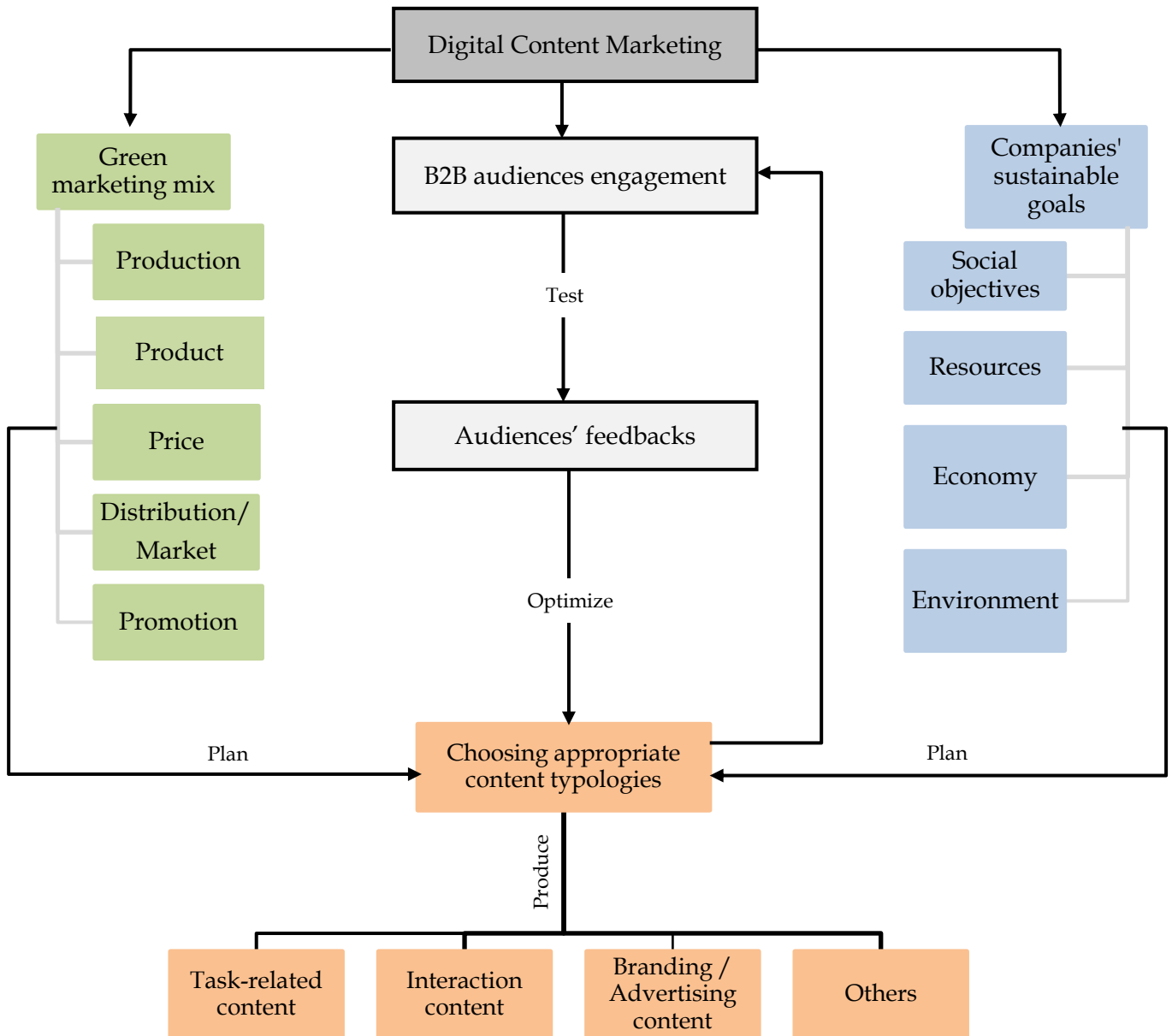


FIGURE 2 The conceptual model of goal-oriented green digital content marketing (adapted from Yaghtin et al., 2020).

2.3.1 Green Marketing Mix and Digital Content Marketing

Following Vaccaro (2009), Parker et al. (2010), Dangelico and Vocalelli (2017), Mukonza and Swarts (2019), and Bondarenko et al. (2020), we summarize and combine all into five distinct components of green marketing mix for a proactive B2B green marketing strategy, including: Production, Product, Price, Distribution/Market, and Promotion.

Production

Adjusting the company's manufacturing and other operations to be more environmentally friendly is referred to as production strategy (Vaccaro, 2009). According to the author, B2B enterprises can redefine green innovations by focusing on the updated manufacturing method - how the product or service is "created and

used in an environmentally responsible way" (Vaccaro, 2009, p. 322). Although companies' potential to develop environmentally responsible processes is widely acknowledged, few studies have mentioned about how a company utilizes its website or social media channels to promote business processes – so-called business production (Parker et al., 2010). According to Parker et al. (2010), this is the strong theme in green marketing, in which company emphasizes on how they optimize operational costs and improve effectiveness and disposal process without harming to the environment.

Besides, presenting the engagement and commitment of every person in the company's production and promotion signifies that a corporation has sustainable development marketing (Bondarenko et al., 2020). As a result, the customers can witness every production step, from developing the idea to after-sales service (p. 4). Besides, it is interestingly that Dangelico and Vocalelli (2017) does not include the production aspect in their framework of green marketing mix and green marketing strategy. Another interpretation of green production strategy is related to eco-labels and eco-certificates for a warehouse or a manufacture to prove on their green level of the whole production process (Mukonza & Swarts, 2019).

Product

From Vaccaro's (2009) point of view, green product offerings with a competitive edge should be recyclable, biodegradable, and established on sustainable development and green promise for consumer comfort. According to Dangelico and Vocalelli (2017), "green/environmental product" or "green initiative" means products/services are created with green features to improve the natural environment. These products/services support solving the environmental issues through saving energy and/or resources and decreasing or stopping the use of harmful mechanisms, pollution, and waste. In addition, B2B corporations should also develop straightforward alternative services or product leasing that are less costly than ownership (Dangelico & Vocalelli, 2017). In the study of Parker et al. (2010), various companies used their official websites to communicate environmental improvement features of their products/services.

Companies in different industries owned their different ways in doing green product marketing. While firms in food and beverages sectors usually highlight their natural/organic ingredients, manufacturing companies emphasize on how their products/services assist to energy efficiency, particularly in light of the growing concern about climate change (Parker et al., 2010). Parker and his colleagues also found out that small-and-medium firms are modest in communicating green initiatives, as there were only few short existing references promoted on websites. These authors did not examine on the social media channels of those companies, which opens a research opportunity for future scholars.

Moreover, a shift to a more sustainable economy would require a sustainable change in both products and services while developing after-sales support to develop product durability (Dangelico & Vocalelli, 2017). Consequently, green marketing from the aspect of a product should highlight its recyclable life cycle, environmental labels, green features following the company's sustainable goals, and its relationship with renewable resource preservation (Bondarenko et al., 2020).

Price

Green pricing means the cost for green products that offset consumers' sensitivity to price against their willingness to pay more for products' environmental performance (Dangelico & Vocalelli, 2017). According to the authors, people in developed regions (e.g., Europe – up to 75% of their population) are willing to invest or spend more on green products/green initiatives, which possibly show functional characteristics or their responsibility towards nature. Furthermore, a product with environmental-friendly features and resource-saving characteristics usually hints at the demand for extra costs for research and development (so-called R&D or innovation) (Bondarenko et al., 2020). Therefore, it is likely to apply a premium price as a part of a green marketing strategy (Bondarenko et al., 2020). To boost the trialability of an innovation, proactive B2B enterprises should aim to match or beat the competition's prices for first-launched green initiatives (Vaccaro, 2009). Vaccaro also suggested that every company deliver suitable messages emphasizing their long-term ownership and operation costs instead of short-term expense.

Distribution/markets

Selling and promoting green products/services is different from those actions with a standard one because of its greenness, customers' high demands, and environmental policies from government or other international organizations (Dangelico & Vocalelli, 2017). Therefore, distribution strategy (so-called Place) is crucial for every green marketing. Green distribution strategy associated with green marketing logistics promotes an ecological cycle in accepting goods and their journey to intermediates and end-users (Bondarenko et al., 2020). Through specific messages, firms can create more circular markets and show their consumers how those materials are launched and how they will be recycled (Vaccaro, 2009). The Internet is also considered a potential channel for distributing green initiatives, which is easy to reach, understand, and purchase (p. 324). The green level of a product/service depends significantly on the green distribution strategy (Dangelico & Vocalelli, 2017). However, according to them, few studies have examined how technology and transportation means can support green logistics and how digital marketing channels can convey those ideas.

Promotion

Likewise, Dangelico and Vocalelli (2017) emphasized the importance of promotion, which can also be understood as green content and message, which cannot be ignored. It can also be understood that marketers should carefully select communication messages or content types that include suitable environmental claims to enhance trust between the brand and its customers. Clear communication of green products and brand characteristics is necessary for a green promotion strategy (Dangelico and Vocalelli, 2017). Mukonza and Swarts (2019) acknowledged two earlier authors claiming that green promotion is a tactic that may drive profits and brand recognition of eco-friendly products when used effectively. Companies utilize numerous marketing and communication platforms to promote themselves as decent corporate. Vaccaro (2009) recommended B2B companies to apply new media such as mobile marketing, social networking sites, newsletters, webinars to communicate their green values and benefits, which are compatible between companies and consumers. Whether advertising messages for personal selling or other content for marketing

communications, the reasons and benefits of buying and consuming the green initiatives/products/services should be delivered clearly and transparently. Other methods for green promotion are educational content on green policies and strategies on the website, loyalty programs, or sales incentives. In addition, people are significantly searching for eco-sustainable goods and companies. In the study context of Bondarenko et al. (2020), promotion strategy conveys the values of sustainable development by utilizing digital communication to conserve resources and involves mediators and staffers in resource-saving actions.

2.3.2 Companies' Sustainable Goals and Digital Content Marketing

As mentioned, insights into how sustainable brands use the green marketing mix in digital content marketing to align content with the company's goals will supply a solid background for the data analysis chapter. Next, this subchapter will discuss what business can be called a sustainable company or a green company, then switch the focus to exploring different companies' sustainable goals and their relationship with digital content marketing.

According to Biloslavo and Trnavhevič (2009), businesses can be classified into three categories based on their response to the question of the environment. They are green companies, companies that are on the way to becoming green, and others. To be defined as a "green" company (so-called sustainable company), it should have its purpose, activities, and material existence (or product) following the natural and cultural environment. At the same time, its staff strictly observes the company's code of conduct among themselves and its stakeholders (Biloslavo & Trnavhevič, 2009). According to the authors, being a green business is insufficient to avoid adverse effects on individuals and natural and cultural resources, whether at the business strategy, manufacturing operations, or final products level. Furthermore, Biloslavo and Trnavhevič (2009) affirmed that each company must be fully dedicated to financial, social, and environmental sustainability and create a solid brand image. Paetz (2021) backed this up by stating that if the marketing mix of a company that provides sustainable products is well-balanced, it will be able to establish a corresponding and strong brand reputation. Therefore, it raises the question of what sustainable development goals are and how they are related to a company's green marketing strategy.

To this end, since 2015, the United Nations has suggested a set of Sustainable Development Goals (SDGs) that target different issues of sustainability, with the idea that amelioration of these issues will help to create what humans want their development to look like (United Nations, n.d.). According to United Nations (n.d.), Sustainable Development Goals is a 17-point agenda to end poverty, protect the planet, and ensure prosperity for all. The 17 goals were drafted, and committed to, by 193 world leaders in the 2015 UN Summit summarized as: (1) No poverty; (2) Zero hunger; (3) Good health and wellbeing; (4) Quality education; (5) Clean water and sanitation; (7) Affordable and clean energy; (8) Decent work and economic growth; (9) Industry, innovation and infrastructure; (10) Reduced inequalities; (11) Sustainable cities and communities; (12) Responsible consumption and production; (13) Climate action; (14) Life below water; (15) Life on land; (16) Peace, justice and strong

institutions; (17) Partnerships for the goals. In the study of Elder et al. (2016), there are six main functional classifications of SDGs, including *Social objectives* (Goal 1, 3, 4, 5, 10), *Resources* (Goal 2, 6, 7), *Economy* (Goal 8, 9, 11, 12), *Environment* (Goal 13, 14, 15), *Education* (Goal 4) and *Governance* (Goal 16). It is important to note that this framework of Elder et al. (2016) does not include Goal 17, which is said to be the only goal specifically mentioned about partnership, therefore, it is devoted exclusively to means of implementations.

As Sustainable Development Goals (SDGs) are aimed at everyone, companies must be involved in achieving the SDGs (United Nations' Global Impact, n.d.; Nelson, Jenkins, and Gilbert, 2015). According to Nelson et al. (2015), each of the contributions from the business to SDGs has development multiplier effects. The authors also indicated a strong rationale for companies to act decisively to minimize their negative development impacts and maximize the positive ones, while bringing up various benefits to themselves. The benefits include value protection and value creation, managing costs and risks, and capturing opportunities (Nelson et al., 2015). Thus, companies are putting much effort into marketing and communicating the right messages to audience through different channels and methods to achieve these goals.

Famously, in the late 1980s, the Brundtland Commission report (WCED, 1987) stated that the sustainability principle calls for development that meets present needs without compromising the needs of future generations. This kind of development seeks to balance the three pillars of development: *ecological, economic, and socio-cultural*. A brand in sustainability should show its social responsibility and proactive responses to significant and related environmental, social, and economic challenges. Therefore, the perspectives of the three abovementioned pillars and sustainable goals enable the author to analyze companies' digital content marketing with more comprehensive knowledge. Furthermore, understanding the relationship among these sustainability pillars helps the author understand how a company aligns its contents with its goals.

2.3.3 Content Typologies for Green Digital Content Marketing

Moving to content, the main argument of the framework is that relevant content has made the value to be delivered easier and supports the process of perfection while applying digital content marketing. To identify what and how sustainable brands deliver their green initiatives to the target audience we summarize and combine all into three primary types of green content and one extra type, including Task-related content, Interaction content, Branding/ Advertising content, and Others. The findings are based on the first model of environmental content by Carlson et al. (1993), Šikić (2021) and Yaghtin et al. (2020), combined with other types of digital marketing content from the research of Swani et al. (2013), Coursaris et al. (2013), Chemela (2019).

TABLE 3 Content typologies to delivering green initiatives for sustainable companies.

Types of content	Interpretation
Task-related	Products & Services: Posts that promote products or services and feature their green attributes or green values (Carlson et al., 1993; Coursaris et al., 2013).
	Innovation & Technology: Posts that concentrate on the company's product technology, manufacturing method (Šikić, 2021), or waste disposal procedure that avoids environmental harm (Carlson et al., 1993).
Interaction-related	Posts that foster the advocacy in green initiatives from the company through creating engagement (e.g., polls, thank-you messages after product launching events/ceremonies/trade shows) (Coursaris et al., 2013; Yaghtin et al., 2020).
Branding/ Advertising-related	Posts emphasizing a brand's reputation and growing brand's competitiveness (Swani et al., 2013) (e.g., ads/promotions focusing on collaboration, brand history, deals) associate a company's product with an environmental cause (Carlson et al., 1993). This type is most close to the traditional advertising method (Yaghtin et al., 2020).
Others	Posts that do not fit into any of the above categories, or a mash-up of multiple types such as any types above and/or facts about environment (Šikić, 2021).

The first content typology is defined as task-related content. Three smaller tiers were indicated within the task-related content types, including Products & Services; Innovation & Technology; and Health, safety, and corporate social responsibility performance. Yaghtin et al.'s study defined task-related content as all the information concerning the company's products, services, and resources (2020). According to Carlson et al. (1993), firms can use relevant content to address the green aspects of their products. Task-related content also includes process-oriented claims, which discuss an organization's product technology, manufacturing method (Šikić, 2021), or waste disposal procedure that avoids environmental harm (Carlson et al., 1993). Therefore, this content type is also viewed as task-related content under tier Innovation and Technology. When a company, for example, launches their "second generation" of an existing product that does not require an entirely new production process and is a "green" version that supports business customers to save more energy, save natural resources, or reduce disposal, it can be called as innovation promoted by B2B green marketing (Vaccaro, 2009). From Vaccaro's (2009) point of view, green product offerings with a competitive edge should be recyclable, biodegradable, and established on sustainable development and green promise for consumer comfort. Overall, task-oriented content typologies are considered beneficial to viewers and effective at convincing users to join in dialogues (Yaghtin et al., 2020). Moreover,

postings on company products and services are the most popular from the perspective of B2B consumers. Task-oriented content is primarily generated and aligned with customer retention and business goals.

Coming to the second content typology, interaction content appears in various forms (Yaghtin et al., 2020). It boosts engagement instead of direct information about the company through various formats, for instance, questions and puzzles (p. 1011). Yaghtin et al. (2020) identified According to Coursaris et al. (2013), engaging content should foster advocacy through creating interactions such as likes, shares, comments, or long dialogues. Moreover, as said in the previous chapter, driving constant interaction of the online community to navigate B2B buyers to digital networking sites or websites is one of the essential goals of digital content marketing (Holliman & Rowley, 2014). Therefore, in this thesis, we consider interaction content as posts that foster the advocacy of green initiatives from the company through creating engagement (e.g., polls, thank-you messages after product launching events/ceremonies/trade shows).

The third type is branding and advertising-related content. With this type of content, companies focus on building brand image and usually deliver environmental claims to enhance brand image, which associates a company with an environmental cause or action that has widespread public support (Carlson et al., 1993). In the study of Coursaris et al. (2013), branding and advertising-related content appear in the form of brand awareness content, promotional-related content, and seasonal content. Though content within this classification still contributes significantly to a brand's reputation and grows its competitiveness, it is not as effective as other content marketing types (Yaghtin et al., 2020). Swani et al. (2013) also investigated social media posts and found various content typologies, in which the corporate branding and call to purchase content are similarly discussed as branding and advertising-related content. Additionally, this type is most close to the traditional advertising method (Yaghtin et al., 2020).

Finally, content that does not fit into any of the above categories, or a mash-up of multiple types such as any types above and/or facts about environment (Carlson et al., 1993; Šikić, 2021) is classified into Others. According to Carlson et al. (1993), sustainable businesses also share factual claims, which involve an entity's independent, allegedly factual declaration concerning the environment or its situation. Although overall, these classifications are used to analyze green advertisements, they can also be used in the context of social media communication messaging (such as posts). Those types of content help firms enhance their brand image and boost interaction with the target audience (Carlson et al., 1993). Even though Carlson and the co-writers (1993) carried out their study nearly 30 years ago, it has not been tested in the 21st century, mainly applied for content analysis. Therefore, it can be an ideal point to examine whether these environmental topics are still utilized in the digital content marketing of sustainable companies.

Based on this framework of goal-oriented green content marketing for sustainable brands, we will collect data from significant companies in the Swedish market. Table 3 provides a new approach for this thesis's fourth and fifth chapters. Although the content-type strategies from Coursaris et al. (2013) and Swani et al. (2013) were toward only Facebook, they may also be extended and used in other industries and social media platforms. However, the implementation of these content typologies

and digital content marketing strategies was not examined on different digital platforms in the study of Yaghtin et al. (2020). Therefore, there are opportunities to explore how sustainable businesses deliver green ideas through content on social networking sites and how they align those social posts with the company goals. Consequently, this master thesis focuses on evaluating the usage of the content on various social media channels to understand the purpose of using digital content marketing in the B2B sector. However, it is also crucial that the typologies were modified to fit the goal of this thesis. Some content might combine several pieces of information and are difficult to categorize. Consequently, this way of analysis will categorize various social media postings in this research and help the author benchmark their social media posts. As in the study of Yaghtin et al. (2020), content typology affects differently on customer engagement. The higher the number of measurement metrics (e.g., likes, shares), the more conversations are created (Yaghtin et al., 2020). Thus, examining all the typologies above is interesting to see what types of content drive customers' attention and participation better in the B2B sustainable companies' scenario. This thesis also goes deeper into those contents discussed to know how case companies do green content marketing.

In conclusion, there are numerous approaches for sustainable businesses to promote their green initiatives, and businesses must rationally assess their green marketing strategy. They should then personalize the content about typical issues applicable to their customers and distribute it to them using the appropriate tools. Therefore, what the companies say and how they resonate with their sustainable goals in content marketing is the focus of this master thesis to answer the research questions. The following section will talk about the methodology before moving to reporting the results, conducting analysis and coming up with conclusions.

3 METHODOLOGY

The purpose of this study is to answer the primary question of “*How B2B sustainable brands use digital content marketing in communicating their green initiatives?*”. A sub-question is as followed, “*How well are digital content marketing approaches following firms’ sustainability goals?*”. In this chapter, all methodological approaches were oriented to answering the research questions.

3.1 Case Study Research

Generally, case study is commonly defined as the strategy to synthesize comprehensive and integrated information, which relies on diverse empirical sources that are rich in context (Tellis, 1997). He showed that the purpose of case study research is to accommodate diversity and complexity, and hence excludes overly simplified research approaches. Yin (2003) viewed case study as a comprehensive research strategy due to its reasoning of design, data collection methods, and approaches to data analysis. Every type of case study has the same core value, as "it tries to illuminate a decision or set of decisions: why they were taken, how they were implemented, and with what results" (Yin, 2003, p. 12). According to Eriksson and Kovalainen (2016), the use of case studies in academic subjects such as psychology, political science, anthropology, sociology, education, social psychology, and so on has had a long history. Speaking about business-related cases, they are practical and normative, which can be an exceptionally challenging or highly successful project based on a managerial standpoint (Eriksson & Kovalainen, 2016).

In Bonoma's (1985) research, case studies for marketing research bring various advantages, such as investigating marketing-related issues that have been ignored in prior marketing theories. In other words, case studies allow researchers to broaden the scope of research issues that involve the field of marketing as "*how and why questions*" (Yin, 2003, p. 11). Besides, case research, it is believed, brings marketing researchers closer to marketing managers (Bonoma, 1985) and that case research findings are more valuable to marketing managers than data collected from surveys (Johnston et al., 1999). Finally, it leads to the idea that specific issues coming from a

business can be competently addressed through case study research, concentrating on the intensive analysis of a unique setting.

Consequently, case study research is selected as a study method for this master thesis because of two main reasons. Firstly, this study's goal fits with the definition of a case study, as it concentrates on an intensive investigation of selected companies. Case study research helps the author understand complex social phenomena within a real-life context (Barrington et al., 2014) and avoids focusing on individuals as relevant examples (Eriksson & Kovalainen, 2016). It is noteworthy that this thesis will use an extended case study design, emphasizing themes that may be studied by using multiple companies as instruments. Besides, the research questions focus on the "how" aspects where existing knowledge is much to be discovered. Thus, it paves the way for the author of this master thesis to understand the application of green marketing and digital content marketing in the context of B2B sustainable firms. Secondly, the primary results from this study are not meant to be generalized but to have an insightful view of the context of selected brands. Five primary criteria for selecting case studies are the research question, study approach, units of analysis, the logic through which data are related to the propositions, and the analytical considerations for results (Barrington et al., 2014). Thus, the in-depth analysis in a specific context of case study and qualitative research explains why they are considered for this study.

3.2 Case Selection

The selection of acceptable cases for the aims of a specific study is an essential component of case study research. The case companies in this thesis were chosen through purposeful sampling, as is common in qualitative research. It means that the selection was explicitly decided to meet the needs of the study (Coyne, 1997). According to the author, there is no perfect sampling technique in qualitative research, and the researcher should assess what information is most needed and valuable in the given context (Coyne, 1997). Thus, the richness and suitability of the cases that most benefit the research topic is the strategy recommended by Patton (2002). With these guidelines, four criteria for case companies in this master thesis are based on the basis of region, nation, sustainable ranking, and primary language.

As a result, this research adopts an extended case study design to conduct three case studies of the most sustainable companies, B2B international companies operating in Sweden (Europe), focusing on sustainability. Regionally, "Europe remains the leader in sustainability performance" (EcoVadis, 2021, p. 12) for five consecutive years, while Sweden also maintained their solid and consistent level of scoring in almost every sustainable theme (EcoVadis, 2021). Probably, companies in Sweden would be more likely to invest resources for promoting their green initiatives and sustainable reputation in a more strategic way. Besides, according to Hennig-Thurau et al. (2010), global brands are likely more interested in leveraging marketing communications in a digital form, as the efficiency benefits of digital communications evolve more evident in a global distribution range. Therefore, we benchmarked the Sustainable Brand Index™ B2B Report to select the most suitable brands. Since 2017, this report has been part of Europe's most extensive brand study on sustainability,

studying the largest brands in Sweden across different industries. As the latest information was released in 2019, it was the starting point of this thesis.

Lantmännen, Vattenfall, and Orkla Group (SB Insight AB, 2019) were selected. Following the criteria, these selected international B2B companies present purposeful samples and are all qualified for research purposes. Firstly, they are all originally established in Europe with a long history and operating in Sweden as one of their primary markets. It means they can also be seen as promoters of green companies both regionally and globally. Secondly, three chosen firms were in the top 10 most sustainable B2B companies, in which the brands' sustainability rankings were Lantmännen (#1), Vattenfall (#4), and Orkla Group (#6) (SB Insight AB, 2019). Significantly, it was found on their official website that all brands adopt green policies and are toward different United Nations' Sustainable Development Goals. Thirdly, there was evidence on their corporate website mentioning that one of their largest clients is also other businesses, implying that they do perform as B2B firms. Finally, these case companies had English as their communication language on various social media channels. This benchmark not only shows that those companies have a global target audience but also helps the thesis' author approach and analyze content more easily. It explains why we only analyzed 3 out of 10 companies while excluding other companies where no English message was found.

Lantmännen

Lantmännen is a Swedish agricultural corporation leader in agribusiness, machinery, bioenergy, and dairy products in Northern Europe (Lantmännen, About us, n.d.). Though operating wholly and partly-owned companies, Lantmännen still has Sweden as its primary market, with 46% of net sales coming from that country (Lantmännen, 2021). With an annual turnover of around SEK 48 billion (Lantmännen, Sectors and businesses, n.d.), the company not only was the industry leader (Fast-Moving-Consumer-Good category) but also ranked highest in the overall B2B sustainable company index (SB Insight AB, 2019). Though Lantmännen is an FMCG firm, they represent themselves as both a food retailer and a service provider, and own vast numbers of brands under three sectors for business customers (B2B), namely agriculture, energy, and food (Lantmännen, 2020).

According to the corporate website, Lantmännen supports the UN's Sustainable Development Goals, including those related to good health and well-being (SDG 3), responsible production and consumption (SDG 12), and climate action (SDG 13) (Lantmännen, 2021). Based on the Coding Book presented later, these goals belong to three categories of sustainable aims: social objectives, economy, and environment. Thus, it is worth choosing Lantmännen as one of the case companies for this study. Additionally, the company uses many social channels, namely Facebook, Twitter, YouTube, Instagram, and LinkedIn. However, only Facebook and LinkedIn were considered to serve this study's purpose.

Vattenfall

First established in Sweden, Vattenfall is now one of Europe's largest producers and retailers of electricity and heat (Vattenfall, About us, n.d.). Their main products and services are to serve electric driving, fossil free steel, and fossil free plastic. This company was the second winner within the Energy category and fourth place in the

overall B2B sustainable company index (SB Insight AB, 2019). Thus, the primary to select Vattenfall is because it is the Swedish company ranking highest in its industry in 2019. A year back, this company was also voted the most sustainable energy company by the same index (Vattenfall, 2018). As per their sustainability expert, "our clear message that we want to become fossil-free within one generation seems to have made an impact and drawn attention" (Vattenfall, 2018).

Following its official corporate website, the prioritized UN's sustainable goals consist of Affordable and clean energy; Industry, innovation and infrastructure; Sustainable cities and communities; Responsible consumption and production; Climate action; and Partnership for the goals (Vattenfall, UN sustainable goals, n.d.). According to the Coding Book of this thesis, these UN's goals belong to four main categories of sustainable aims: resource, economy, environment, and partnership. Therefore, it can be seen the difference in having green marketing between Vattenfall and Lantmännen. It is essential to note that Vattenfall also affects several other goals locally or through its suppliers (Vattenfall, What we do, n.d.). Turning into the social media aspect of Vattenfall, this company shows its unique compared to Lantmännen. It is active on Facebook, Twitter, YouTube, Instagram, LinkedIn; but also presents on Flickr. As said, only Vattenfall's Facebook and Instagram were examined in this study.

Orkla Group

Orkla appeared as the second most sustainable brand in the FMCG category and the sixth in the overall B2B sustainable company index (SB Insight AB, 2019). Despite identifying itself as the leading branded consumer goods company, Orkla still serves B2B customers in out-of-home and bakery markets in the Nordics, the Baltics, and selected markets (Orkla, About us, n.d.). The company aims at leveraging life by their "strong, enjoyable brands which contribute to a sustainable development" (Orkla, About us, n.d.). According to their corporate website, two primary business areas are food ingredients, and consumer and finance investment.

As a result, sustainable growth in both production and consumption is the focus business strategy of Orkla (Orkla, Sustainability, n.d.). Five priority areas for their 2025 Sustainability Strategy are nutrition and health, food safety, responsible sourcing, environment, and care for people and society (Orkla, The UN Sustainable Development Goals, n.d.). As their commitment to various sustainable issues such as sustainable sourcing, safe products, and environmental engagement is stated clearly on the official corporate website, it is essential to examine whether they deliver the same message on social media channels or not. It also raises more curiosity when the author noticed that Orkla only uses Facebook, Instagram, and LinkedIn, which are much fewer channels than the two above brands.

3.3 Data Collection

After identifying suitable brands for the study, the following processes were data gathering and analyzing selected materials. Indeed, Yin (2003) identified various data collection methods, including documentation, tweets, interview/focus group transcripts, participant observation, artifacts, and visual text such as pictures and

images. According to Bryman (2016), the mutual aspect of qualitative data gathering techniques is that they focus on words instead of numeric data and allow researchers to investigate the results better. It was said that quantitative methods are not usually utilized as the primary data source and are often used to support qualitative methods (Johnston et al., 1999). Therefore, the primary data collection for this master thesis is qualitative research.

This study aims to investigate which content are used by B2B sustainable brands in deliver green marketing and how those content match with the companies' sustainable goals. Data collection for this study was executed in April 2022. The data of this study was mainly collected from social media posts on the official digital channels of case companies. Following the theoretical sections above, LinkedIn (97%) and Facebook (90%) are reported as the most daily used social media apps in EMEA, the Americas, and Nordic countries (Meltwater, 2022). At the same time, LinkedIn dominates the B2B picture. Therefore, these two channels are the critical channels for this study, among all official social media platforms of the selected brands. The analyzed period will be one year, from April 2021 to April 2022. It is essential to understand that the two selected brands also communicate some content in their local languages, such as Finnish, Swedish, and Danish. However, data were collected in English or translated into English for the outcome of this thesis.

The secondary source of information was the company's website. As Parker et al. (2010) studied through a variety of literature about green marketing, sustainable firms commonly present the UN's Sustainable Development Goals (SDGs), medal accolades and recognitions, or advertise their green initiatives on official websites. In this way, the thesis can closely follow the research questions and observe how the sustainability or environment-related goals and values are reflected in each firm's content marketing efforts. Prior to the abovementioned data gathering process, we decided on strategic instructions for coding and developed the Coding Book (See Appendix 1). This coding process and analysis will be conducted individually by the author. Thus, it is crucial to keep everything transparent and reliable. The sample size should be between 50 and 300 (Lombard, Snyder-Duch, and Bracken, 2002). The data set is considered as per social media posts from two channels, LinkedIn and Facebook, while the unit of coding analysis is per content. It is important to note that the types of codes within this study are theory-driven codes, based on what discussed earlier.

The content can be in various formats. Therefore, the unit of coding analysis is per content. Each data will be put into only one category to avoid overlapping or duplicating when categorizing materials. The frame codes identified by the literature is one frame per one code. Every content needs to be filled to answer the questions, divided into three parts: background; content and types; tone and styles. Regarding part 2 studying the content and types of each post, Table 5 is optimized to do categorized content. To circle back to the focus of this thesis, that sub-type was removed. Besides, all sustainable goals are taken into consideration. Because companies always have their choices to promote green initiatives so that it will support various sustainable goals, not limited to only the Environment.

In summary, data is collected and logged into a Google Excel file with fifteen columns (see Appendix 1). The first four columns present general facts about the ID number, URL link to the actual post, the publishing period, and the digital channels where the post was published. It is essential to mention that LinkedIn does not

precisely show the publishing date and hour but only appears in the unit of the month (e.g., one month ago or two months ago). The fourth column shows what types of formats were used, including individual and combination formats. Next, original contents were recorded and translated into English if needed. The translation was utilized automatically from the functionality of each social media channel. Following that are five columns studied on content typologies, the company's sustainable goals, tone of voice, and dialogues (if have). Finally, measurement metrics for interaction, namely likes, comments, and shares, were recorded, which support the author in evaluating how engaging those contents are.

3.4 Data Analysis

While the data collection was completed, the next phrase was to conduct data analysis, first using content analysis. In the study of Berelson (1952), content analysis is essentially the study of the recorded manifest content of human communication. This idea equals Holsti (1969), who mentioned that content analysis is any technique for constructing generalizations by objectively and systematically identifying specific characteristics of messages. In this master thesis, qualitative content analysis systematically categorizes contents into preselected types and rules. The objective of this method is an existing piece of information, including newspapers, social media posts, press releases, films, and even email communications (Bryman, 2016).

In this study, the content analysis was performed to pre-analyze the data and find the possible relevance between content marketing and the company's sustainable goals. As a result, it helped the author discover how the firms deliver their green initiatives. After all social media posts were gathered, these materials were carefully evaluated and coded to the analytical category. The analyzed contents are both manifest content (so-called observable content) and latent content (so-called underlying meaning of the content) (Eriksson & Kovalainen, 2016). It is important to note that only a few highlighted posts will be considered the latent content. Hence, the complete examination of different analytical classifications and the analysis outcomes are documented and discussed in the next chapter.

This master thesis uses Stenbacka's (2001) reliability concept for qualitative research to assure the reliability of the data collected. According to the author, reliability refers to a method's ability to deliver consistent results in various studies. In other words, the researcher can demonstrate a whole research method. Preparation, data collection, and data analysis are part of this research (Stenbacka, 2001). Likewise, the reliability acknowledged and completed the entire preparation, data gathering, and analysis process in this thesis. The author uses both methodologies. Therefore, the analysis may be influenced by the individual perspective and rationale. Besides, we understand that these methodologies of this study may lead to a significant limitation. The reason is that results will only be drawn from the content analysis of social media posts and lack insights into the firms' actual practices and routines.

4 RESULTS AND ANALYSIS

Overall, the number of posts from two platforms of three companies throughout one year was 165. Surprisingly, there were significant differences in the number of posts mentioning green initiatives of three case companies: Lantmännen (91 posts), Vattenfall (54 posts), and Orkla Group (20 posts). As mentioned before, the brands' sustainability rankings are Lantmännen (#1), Vattenfall (#4), and Orkla Group (#6), respectively (SB Insight AB, 2019). Therefore, it can be seen that there is a similarity in the companies' rankings on the Sustainable Brand Index™ B2B Report and the amount of content regarding its green initiatives.

As an attempt to make the reading process on this thesis easier, the reporting is divided into two chapters, including content distribution and content selection and development. The structure only partially follows the conceptual model above (Figure 2), with the subchapters from 4.2.1 to 4.2.3 discovering in-depth three different types of content on selected B2B sustainable companies. More specific results will be discussed in the following chapters of this thesis, including content distribution and content selection and development.

4.1 Content Distribution

LinkedIn and Facebook are selected as primary platforms delivering green digital content for B2B sustainable brands within the scope of this study. The three case companies' content distribution on Facebook and LinkedIn is not the same (Table 4). While both Orkla Group and Vattenfall distributed up to two-thirds of the content on LinkedIn (70% and 73%, respectively), Lantmännen only had 36% of their content on LinkedIn. Therefore, the preferred channel for the green content of Lantmännen is Facebook. The collected data also explains selected companies' green content marketing on social media. Among these typologies, task-related content, including products and services, innovation, and technology, was noticeable higher in use on their social media, with 125 posts in total. Besides, only Lantmännen concentrated more on the interaction aspect of social media and planted to question and actively engage with the audience. It is worth addressing that the number of task-related

contents includes three types of posts: Products & Services, Innovation & Technology, and combination (which can be both the two former types). Therefore, the total in Table 4 is higher than the actual total number of posts reported above on each company.

TABLE 4 Break-down the number of social media posts on LinkedIn and Facebook of each sustainable brand from April 2021 to April 2022.

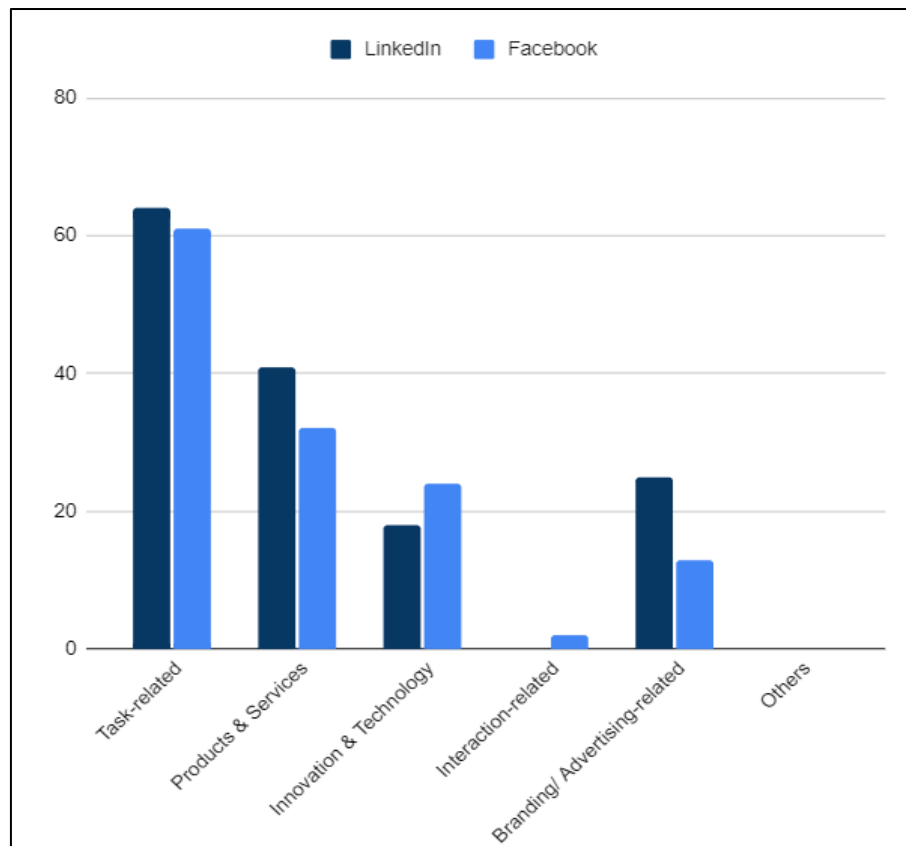
Company	Lantmännen		Vattenfall		Orkla Group		Total (posts)
	LinkedIn	Facebook	LinkedIn	Facebook	LinkedIn	Facebook	
Types of content							
Task-related	18	43	34	13	12	5	125
Products & Services	4	16	27	11	10	5	73
Innovation & Technology	10	22	6	2	2		42
Interaction-related	0	2	0	0	0	0	2
Branding/ Advertising-related	19	9	3	4	3	0	38
Others							0
Total (posts)	51	92	70	30	27	10	280

It can be seen that the most commonly communicated typologies from selected firms were not similar on Facebook and LinkedIn (see Table 5 and Figure 3). More specifically, LinkedIn is the most preferable platform to distribute topics related to tasks, products and services, and advertising. In contrast, innovation and technology are seen to be used more on Facebook. Interaction-oriented content was communicated the least, and those posts only appeared on Facebook.

TABLE 5 The number of social media posts on LinkedIn and Facebook of three sustainable brands from April 2021 to April 2022 (types & channels).

Types of content	LinkedIn	Facebook	Total
Task-related	64	61	125
Products & Services	41	32	73
Innovation & Technology	18	24	42
Interaction-related	0	2	2
Branding/ Advertising-related	25	13	38
Others	0	0	0
Total (posts)	148	132	280

FIGURE 3 The number of social media posts on LinkedIn and Facebook of three given sustainable brands from April 2021 to April 2022.



Coming into the content formats, Table 6 and Figure 4 depict some numeric data on the difference in content formats on Facebook and LinkedIn of three case companies. Overall, only 5 out of 16 content formats gained popularity among selected sustainable brands to deliver green initiatives on social media (Table 6). Looking deep at the details, every business' three top priorities were text & image, text & image & internal link, and text & internal link. As seen in the table, the most used content format by those case companies was text & image (24%). Text & image & internal link (for example, driving traffic to other social networking sites or the company's official website) was in the second position with 4% less than the former format. Text & internal link, text & video & internal link, and text & video were not as popular as the two abovementioned formats, resulting in 15%, 14%, and 12%, respectively. Only a small number of posts were published in the formats of text & on-page link (3% - which also appears as a feature only on LinkedIn), text & image & external link (2%), text & document & internal link (2%), and text & video & external link (1%). Apart from the already mentioned ones, other formats were not in use. Besides, it is essential to notice that all percentages have been rounded to simplify the numeric data.

TABLE 6 The number of social media posts on LinkedIn and Facebook of three sustainable brands from April 2021 to April 2022 (formats & channels).

Channels	Lantmännen		Vattenfall		Orkla Group		% per Total
	LinkedIn	Facebook	LinkedIn	Facebook	LinkedIn	Facebook	
Text	1	0	0	0	0	0	1%
Text & image	6	18	0	0	13	2	24%
Text & video	5	7	1	4	1	2	12%
Text & document	5	0	1	0	0	0	4%
Text & on-page link	5	0	0	0	0	0	3%
Text & internal link	0	6	16	0	1	1	15%
Text & external link	1	2	3	0	0	0	4%
Text & image & internal link	9	16	6	2	0	0	20%
Text & image & external link	0	3	0	0	0	0	2%
Text & video & internal link	1	2	10	10	0	0	14%
Text & video & external link	0	0	0	1	0	0	1%
Text & image & multiple links	0	0	0	0	0	0	--
Text & video & multiple links	0	0	0	0	0	0	--
Text & document & link internal	4	0	0	0	0	0	2%
Text & document & link external	0	0	0	0	0	0	--
Text & document & multiple links (external and internal)	0	0	0	0	0	0	--
Others	0	0	0	0	0	0	--

Additionally, Figure 4 presents the difference in using content formats by different social media channels in three given brands. As can be seen, the pattern dramatically varies based on each company. The highest proportion of content produced in text & image was for Facebook and LinkedIn. However, the trend in Lantmännen and Orkla Group was not the same as the use of this format on Lantmännen's Facebook is double those on LinkedIn, and this pattern is sharply opposed to those on Orkla Group's digital channels. Then, the combination of text & internal links significantly dominated LinkedIn (especially on Vattenfall's LinkedIn page) - which implies the success of customers' retention and attraction to the corporate website. On the other hand, posts in text & image & internal link format in total performed equally on both LinkedIn and Facebook. Three companies also spread content in text & video & internal links equally on those two channels. It is interesting to witness that some formats were only used on LinkedIn as a part of the special

features on this B2B networking platform, such as text & document, and text & on-page link.

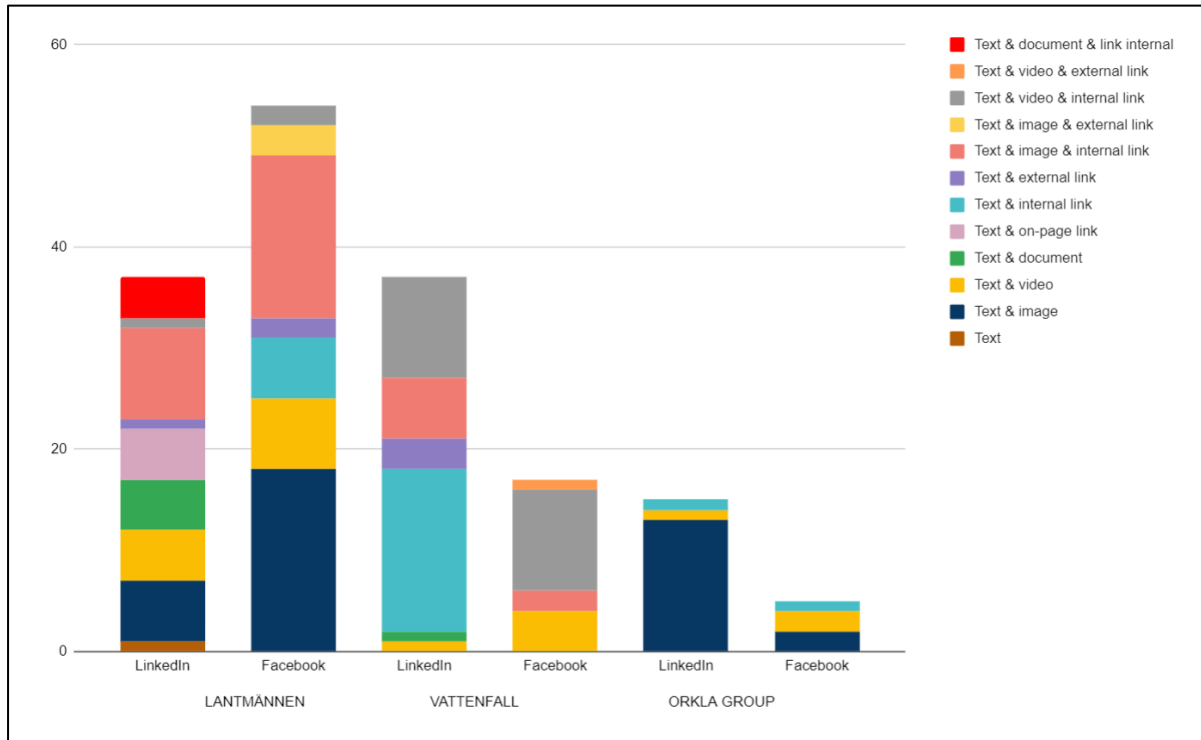


FIGURE 4 The number of social media posts on LinkedIn and Facebook of three sustainable brands from April 2021 to April 2022 (formats & channels).

Lantmännen

The company had strategically planned its social media for different target audiences when LinkedIn posts were 100% in English. In contrast, Facebook content was conducted only in Swedish. While the previous section ended with the general discussion concerning how different types of content are performed on each digital channel, this section continues to analyze the main results in each given company compared to the total numbers of collected posts (see Table 7 and Figure 5).

TABLE 7 Green content marketing of Lantmännen's on LinkedIn and Facebook from April 2021 to April 2022 (types & channels).

Types of content	Lantmännen's LinkedIn	Lantmännen's Facebook	LinkedIn of all three brands	Facebook of all three brands
Task-related	18	43	64	61
Products & Services	4	16	41	32
Innovation & Technology	10	22	18	24
Interaction-related	0	2	0	2
Branding/ Advertising-related	19	9	25	13
Others			0	0
Total	51	92	148	132

At a glance, most of Lantmännen's posts were dedicated to featuring the green features in their products and services, as well as promoting the company's internal

technology, production process, and/or disposal procedure that benefits the environment (approximately 43%). Following those categories is brand/advertising-oriented content. The result indicated that Lantmännen also concentrated significantly on directly building their brand's reputation through promotions focusing on collaboration and storytelling on brand history.

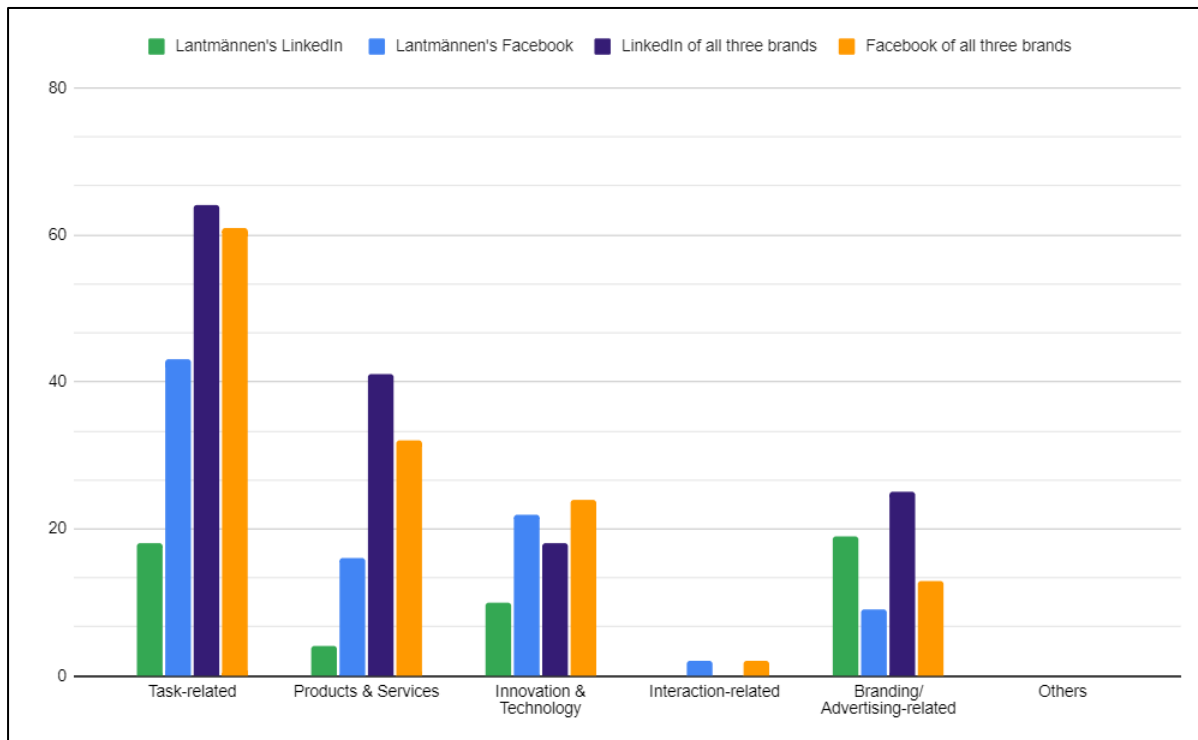


FIGURE 5 Green content marketing of Lantmännen's on LinkedIn and Facebook from April 2021 to April 2022 (types & channels).

Accordingly, Lantmännen spent many spaces talking about their internal technology, production process, and/or disposal procedure that benefits the environment. Thus, the number of posts for innovation and technology was quite similar to those solely discussed products and services. Furthermore, 72% of the content as mentioned above was distributed on Facebook instead of LinkedIn, which is surprising to the author. In contrast, LinkedIn is the primary channel for content related to branding/advertising, as 68% of content within this typology were published on LinkedIn. Lastly, only 1.4% of Lantmännen's posts took advantage of interaction content, which provides an open question to foster the advocacy of green initiatives informally, for instance:

Lantmännen, September 2021, on Facebook: *"Snart dags för fredagsmys! Vilken är din favorit? A, B eller C?"* (translated from Swedish to English: *"Almost time for Friday night snuggles! Which one is your favorite? A, B or C?"*)

Vattenfall

All content from Vattenfall's official social media channels is in English. Table 8 and Figure 6 below illustrated Vattenfall's green content marketing posts assessing different types of content on LinkedIn and Facebook within one year. Overall, task-oriented posts achieved the highest focus on both channels, followed by products & services. Meanwhile, there was less focus on innovation & technology and

branding/advertising. At the same time, interaction-related content was not considered relevant content on LinkedIn and Facebook. LinkedIn is believed to connect professional users to create professional networks with recruiters and advertisers, or bring into solutions for B2B customers to tackle "professional problem and move forward in their purchase journey" (Cortez & Dastidar, 2022, p. 102). Therefore, LinkedIn posts on the company's task were 34 posts, which tripled. On the other hand, topics about products and services had 27 posts, which doubled that on Facebook. As per innovation/technology and branding/advertising content, both had almost similar figures, as 6 and 2 posts were available for innovation and technology topics. The rest was 3 and 4 posts for branding/advertising topics.

TABLE 8 Green content marketing of Vattenfall's on LinkedIn and Facebook from April 2021 to April 2022 (types & channels).

Types of content	Vattenfall's LinkedIn	Vattenfall's Facebook	LinkedIn of all three brands	Facebook of all three brands
Task-related	34	13	64	61
Products & Services	27	11	41	32
Innovation & Technology	6	2	18	24
Interaction-related	0	0	0	2
Branding/ Advertising-related	3	4	25	13
Others			0	0
Total	70	30	148	132

Among the three brands, task-related topics are the most popular, followed by products & services. However, branding/advertising topics appeared to be irrelevant for Vattenfall compared to two other brands, whose retention on building their brand images and promoting them on professional channels like LinkedIn. Finally, interaction related is not available in any content planning from Vattenfall. As shown in Figure 6, the company continues to focus on topics related to tasks and directly to their products and services. Innovation & technology topics are gaining attention and are estimated to be an upcoming content focus. On the other hand, the prominent presence remains the same on LinkedIn. Nevertheless, it seems that Vattenfall could consider the advantage of posting topics related to branding/advertising on Facebook.

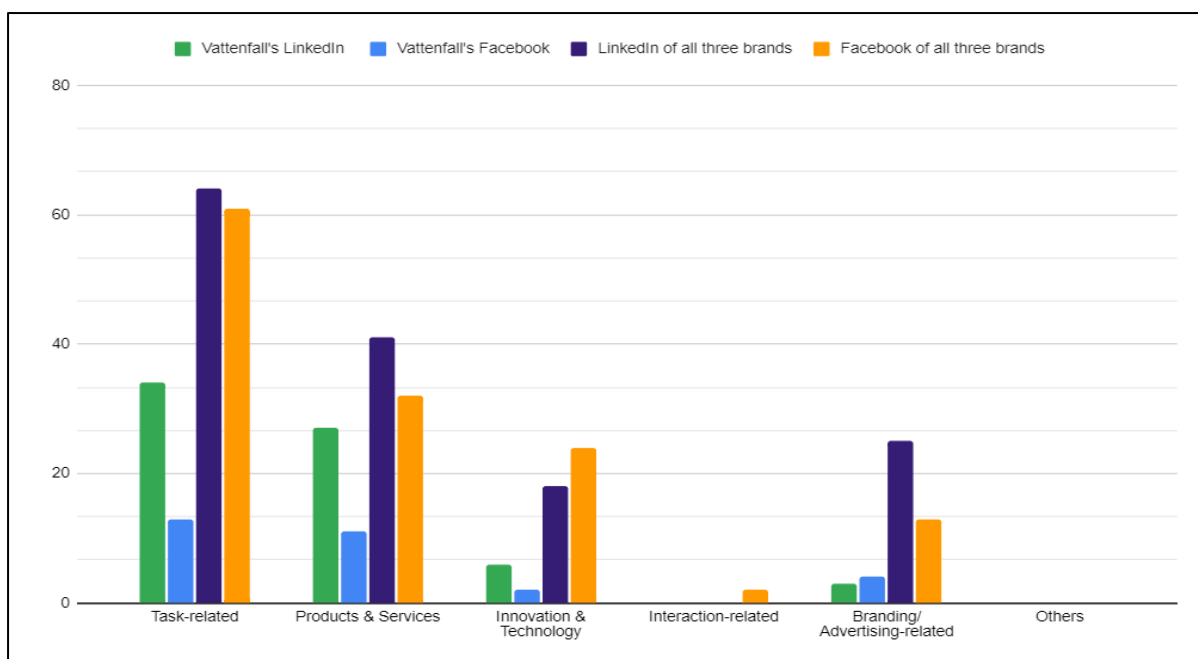


FIGURE 6 Green content marketing of Vattenfall's on LinkedIn and Facebook from April 2021 to April 2022 (types & channels).

Orkla Group

Opposite Vattenfall, Orkla Group used Danish as their primary communication language on both Facebook and LinkedIn. The pattern between types and channels used in green content marketing of Orkla Group is the same as Vattenfall, despite the lower numbers of total posts (see Table 9 and Figure 7). In analyzing how Orkla Group used different types of content, results show that the company considered task-related content in 85, brand/advertising content in 15%, and no use of interaction-related content at all. In other words, posts that encourage the advocacy for green initiatives from the company through creating engagement (such as polls and thank-you messages after product launching events/ceremonies/trade shows) were not concerned by Orkla Group's corporate users, at least during the period from April 2021 to April 2022. Similar to Vattenfall, LinkedIn dominated the selection of the corporate users at Orkla Group, when the number of posts on this networking site was 2.7 times larger than those on Facebook.

TABLE 9 Green content marketing of Orkla Group's on LinkedIn and Facebook from April 2021 to April 2022 (types & channels).

Types of content	Orkla's LinkedIn	Orkla's Facebook	LinkedIn of all three brands	Facebook of all three brands
Task-related	12	5	64	61
Products & Services	10	5	41	32
Innovation & Technology	2	0	18	24
Interaction-related	0	0	0	2
Branding/ Advertising-related	3	0	25	13
Others			0	0
Total	27	10	148	132

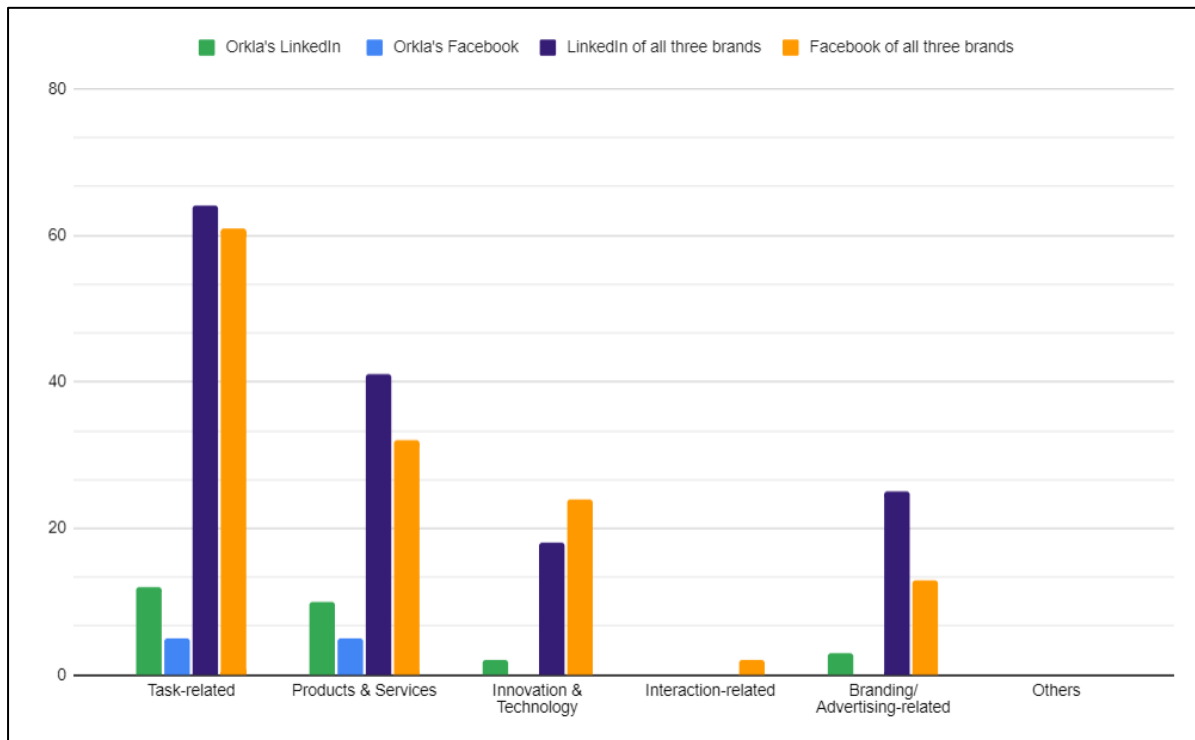


FIGURE 7 Green content marketing of Orkla Group's on LinkedIn and Facebook from April 2021 to April 2022 (types & channels).

All in all, the above-discussed results delivered a broad understanding of the brands' digital content marketing on social media and the difference in using formats and platforms. This information helps the authors understand what types of formats for what types of content on which channels successfully deliver goals and create dialogues. The next chapter examines how the selection and development of additional digital content help deliver green marketing strategies and how well those contents support firms' sustainable goals.

4.2 Content Selection and Development

Apart from content distribution, it is necessary to investigate in-depth how three case companies selected and developed content. Consequently, based on the conceptual model illustrated above (Figure 2), this subchapter consists of three sections, in equivalent to three main content typologies explored in section 2.3.3.

4.2.1 Content Delivering Green Features of Products and Services

Among three brands, Vattenfall had the most interactions on every post related to products & services, achieving up to thousand likes. As can be seen, there is one post reached the highest interactions with 1684 likes and 61 shares:

"What's happening in the Baltic Sea? Our largest offshore wind farm is happening.

Kriegers Flak consists of 72 Siemens Gamesa turbines and is located 15 to 40 kilometers off the Danish coast in the Baltic Sea. It has the production capacity of 604 MW, making it Denmark's and even Scandinavia's largest wind farm in operation to date. Kriegers Flak is expected to increase the Danish annual wind electricity production by approximately 16 percent, and has the capacity to supply fossil free energy covering the electricity consumption of approximately 600,000 Danish households. We're proud that Kriegers Flak is not only built ahead of schedule, it's also a huge step towards fossil freedom.

Read more at <https://bit.ly/3n6VNwB>

#windpower #renewableenergy #offshorewind #Vattenfall."

Vattenfall chose LinkedIn as the main channel for content marketing, otherwise Facebook is considered as a mainstream channel for Lantmännen; for instance, Facebook content is targeted as a broader customer base or general audience (Dawkins, 2005) so it can deliver informational contents in comparison with contents on other channels. Therefore, their main focus is branding/advertising contents. For example, Lantmännen used different formats such as text & image, text, image & internal link, text & video to gain customer awareness and retention on the green topics. Even though some of the posts did not mention directly about the UN's sustainable goals, they still created a dialogue with social media users. Take for example, this post from Vattenfall recorded 41 comments, highest among many posts related to products and services.

"What's happening in the Netherlands? The construction of the 1.5GW Hollandse Kust Zuid offshore wind farm has started. The first vessel transporting foundations to the construction site departed today. Over the next two years, the world's first subsidy-free offshore wind farm will be built off the Dutch coast. The fossil free energy generated by the wind farm will benefit both households, businesses and industrial partners. One step towards fossil free living within one generation.

#Vattenfall #windpower #windenergy #sustainability #environment #energy #renewableenergy"

Based on the content of this post, it started with a question to raise curiosity from the audience. Then they gave the scenario and delivered the solution to solve the problem given. Mostly, they did not include any direct selling text, yet they mostly used the words which describe the on-going progress such as is happening, 'is progressing' to emphasize their actions on the main issues. Fortunately, all content from Vattenfall's social media channels is in English and they use a neutral tone of voice which is more comfortable and straightforward to gain customer's attraction. Only 8 posts on both Facebook and LinkedIn related to products & services mentioned directly to the SDGs. According to the findings, during last year 2021, almost all the posts did not receive that much interaction and awareness about environmental aspects. On the other hand, the number of interactions increases significantly, starting this year 2022, increasing approximately 5% more than last year. The finding showed that Vattenfall tried to perform their content towards environmental issues, by showing figures, to emphasize their action and responsibility. They clarified the impacts they are going to make by launching new products and services. For example:

“Low emission jet fuel is a vital measure in order to limit global warming to no more than 1.5°C. That’s why we’re working with SAS, Shell and LanzaTech to explore the production of electrofuel, a low emission jet fuel made with electricity, water and CO2. One of many vital measures that makes it possible to keep on flying.”

“Fossil free steel can reduce global CO2 emissions by up to 7%. To us that makes it the world’s most valuable metal. Together with LKAB and SSAB we’re part of transforming the steel industry today, so you can live fossil free tomorrow”.

Additionally, it can be seen that Vattenfall sharply identifies the mission. Hence, they keep repeating two different slogans at the end of the post, an unambiguous call-to-action message:

- *For a fossil free living within one generation*
- *Another step towards fossil free living within one generation*
- *One step towards fossil free living within one generation*
- *Another step to enable fossil-free living within one generation*
- *Another step towards a fossil free future*

It is important to repeat the main keywords in the hashtags, namely #fossilfree, #sustainable, #renewableenergy, and #environment. The posts use text, images and internal links to be especially convinced about the content. This supports that digital tools have recently replaced the traditional way of communication, and the development of digital media allowed companies to communicate sustainability messages on many sites with various content formats, including the use of visual cues, rather than text-only content (Reilly & Hynan, 2014). Based upon the interaction on the posts within both channels, it can be seen how it influenced customers. They are making great value by transmitting the message through their products, and they thrive on making it happen by showing the result and influential figures. It is worth mentioning that the slogan *“a fossil free living”* also appears numerous times on the company’s website, which was discussed earlier in the Case Selection chapter.

4.2.2 Content Delivering Sustainable Innovation and Technology

Vattenfall continues to lead on posts about innovation & technology. This post gained 1320 likes, 26 comments and 47 shares:

“The future is already here, progress in fossil free steelmaking is happening! SSAB, LKAB and Vattenfall have now produced the world’s first hydrogen-reduced sponge iron at a pilot scale. The technological breakthrough in the HYBRIT initiative captures around 90 % of emissions in conjunction with steelmaking and is a decisive step on the road to fossil free steel.

#Vattenfall #HYBRIT #steelmaking #fossilfree #sustainability.”

LinkedIn is still a preferable channel compared to Facebook in publishing innovation and technology content. Nevertheless, the posts about innovation and technology got minimal concern from the audience. In this post, they use this format text & link (internal links such as corporate website and social media channels). Like topics related to products & services, Vattenfall avoids putting direct selling text on their posts; mainly, they want to mention new technology or their partnership with other

local companies to introduce new solutions and apply new innovations. As mentioned above, in all contents from Vattenfall, English is the primary language, and they use a neutral tone of voice to get more interaction and raise awareness from customers.

In accordance with the result, the post below was published one month ago and so far, this is the first post directly to SDGs, which received 399 likes, 9 comments, and 25 shares. Despite the limitation, the post created an impact on innovation & technology:

"Our new biofuel heat plant Carpe Futurum in Uppsala, Sweden, has now been inaugurated and taken into operation. CarpeFuturum is a milestone in Vattenfall's work to phase out fossil fuels in its Swedish heat operation by 2025 and to reach net zero emissions within the entire company by 2040. The new facility is a major step to replace peat with new fossil free heat production that is based entirely on renewable and recycled fuels," says Ulrika Jardfelt, head of Vattenfall Business Area Heat. Discover how we are transforming the heat industry today, so you can live fossil free tomorrow (<https://bit.ly/3u8Soz8>)

#heat #zeroemissions #climate #fossilfree #districtheating #Vattenfall".

Vattenfall uses new technology & innovation which applies them in the process of launching products and services. Therefore, Vattenfall continues spreading the message about how fossil free energy will change the future and people living within one generation. At the end of the post, they used the repeated slogan: *"One step closer to fossil free living within one generation or Towards a fossil free living within one generation, plus using hashtag: #fossilfree, #sustainability."* They celebrated the success of partnering with some local brands in mining, energy and airlines to develop new technology, in order to supply for new products such as: clean bikes, fossil free, electrofuel energy for planes. Previously, content about innovation & technology was on Facebook, which achieved mostly less than 50 likes. However, since 2022, they pushed to post on LinkedIn, the efficiency significantly changed to 150-400 likes. Especially the more it mentioned about sustainable development goals, the more it created impact on customers, as a result increasing the number of likes, comments and shares.

4.2.3 Content Delivering Sustainable Brand Image

We could not establish the rationale behind the sustainable company managers' digital content marketing tactics using the content analysis method used in this study. However, our analysis of social media content revealed that these companies presented a sustainable brand image for their business, especially through branding/advertising-related content. This shaped comments about environmental commitment, missions, industry leadership, and reports related to sustainable goals. In creating a sustainable reputation on different channels, Vattenfall reached its peak on Facebook with 3600 likes. Typically, Facebook is not a relevant channel for publishing content. Notwithstanding, it can be adapted from Figure 6 that Vattenfall can take advantage of Facebook to provide more informational content to a broader audience or general audience (Dawkins, 2005). This post shows the best interaction on Facebook, even though on LinkedIn, interactions remain stable: *"This summer, we hit a new milestone with our InCharge network. We now have more than 25,000 charging points across Europe!"*.

To gain more reputation, partnership or collaboration with well-known brands such as SAS airlines (Scandinavian airline) or leading local companies, namely SSAB (Swedish steel company), LKAB (Swedish mining company). The advantage of the partnership with popular brands is that audiences from famous brands can have knowledge and recognition of partner companies. Furthermore, it can positively impact how both brands can bring a bigger and better solution to matters they are concerned. Vattenfall keeps persistent in avoiding including any direct selling text. On the other hand, they will focus on how they will deliver the message to the audience. For instance, they insisted on using English as their primary language even though they could have used Swedish. Using English is beneficial to reach the audience better and quickly gain their concern on sustainable topics. During a one-year survey on content marketing related to different topics, content about sustainable reputation recently gain more concern; however, only one post directly related to SDGs with 390 likes, 16 comments and 18 shares:

*"In order to limit global warming to no more than 1.5°C, we'll need concrete climate solutions. Therefore, we are very excited to announce that we are now founding members of The First Movers Coalition. It is a groundbreaking initiative to boost sustainable shifts within hard-to-abate sectors such as Aviation, Trucking, Steel and many more. A vital step towards fossil free living within one generation. Read more at <https://bit.ly/300cDUD>
#cop26glasgow #cop26action #FirstMoversCoalition #Vattenfall"*

This post targeted environmental issues that made users aware and created dialogues by giving them opportunities to comment and share the posts on their personal channels. The action user reacts to the post influences that they realize the brand's intention and understand the message they deliver. Vattenfall sticks and prepares consistent content, even from different topics. All the posts still match the goal and their action to create an impact of "fossil free living for future generations", followed by persistent hashtags (#sustainable, #fossilfree). While they remain a considerable effort on content related to products & services, followed by innovation & technology, content delivering a sustainable reputation did not get much attention. Recently there has been an increase in posts and interactions, mainly via LinkedIn. However, Vattenfall could consider making the most of Facebook because it is another option to promote sustainable topics.

5 CONCLUSIONS

The findings shed light on the combination of green marketing and digital content marketing in B2B sustainable enterprises, which was the primary research aim. This chapter divides the conclusions that can be drawn from the results into theoretical contributions and management conclusions. The theoretical contributions section addresses the research findings following the research topics and the study's theoretical framework. On the other hand, the managerial implications section aims to provide concrete recommendations for the selected firms to produce green digital content. After that, the study evaluation assesses the study's reliability, yet the study limits and suggestions for future research are presented.

5.1 Theoretical Contributions

To answer the primary research question of how sustainable B2B brands use digital content marketing in communicating their green initiatives, this study results propose three critical theoretical contributions. Firstly, this study is the first to bridge the two terms green marketing and digital content marketing together by implementing different elements in the green marketing mix. The study outcomes show considerable variation in how the green marketing mix manifests in digital content marketing. For instance, the company can utilize digital content to promote green initiatives by sharing about sustainable manufacturing methods (Production), green features such as recyclable or biodegradable (Product), or educational content on green policies and strategies (Promotion). However, it is noteworthy that Green Price and Green Distribution (Place) were not communicated clearly through the digital content marketing of the three case companies. This first theoretical contribution may also partially solve the remaining question in the study of Dangelico and Vocalelli (2017), in which they asked, "Within the 7Ps marketing framework in the context of Green Marketing, which are the additional 3Ps, besides Product, Price, Place, and Promotion?" (p. 1275).

Secondly, the study results support evidence that good content must address customers' needs to solve their issues (Handley & Chapman, 2010) and align with the company's sustainable goals (Varadarajan & Yadav, 2002). In other words, it shows

how B2B sustainable brands align content marketing with strategic business goals in the Swedish market. This is also the concrete answer for the research sub-question. We found that good content can still create interaction and start a positive conversation between the brand and its social media users, even though that post only implies their contribution to the green world without directly mentioning the UN's sustainable goals. Additionally, this approach suggests that the more content is mentioned about sustainable development goals, the more it creates an impact on customers. For example, that impact on customers can show through increased likes, comments, and shares.

Thirdly, it is essential to understand that to have a clear green marketing strategy, digital marketing content needs to be distributed on the suitable channels, selective topics related to sustainability and green marketing topics as well as the right format types for each post. The outcomes of this study confirmed the importance of crucial aspects of sustainability such as environmental, social, and economical. Thus, there are primary types of green content taken into consideration in this thesis, including Task-related content, Products & Services content, Innovation & Technology content, Branding/Advertising content, Interaction-related content, and Others. As in Yaghtin et al. (2020) study, content typology affects customer engagement. The higher the number of measurement metrics (e.g., likes, shares), the more conversations are created. Indeed, a sustainable brand needs to consider the importance of sustainability issues and transparency. Simultaneously, they need to show their actions on the current problems wisely on different social media channels. By now, the primary research question regarding how B2B sustainable businesses communicating their green initiatives has been straightforwardly answered. It fills a gap in the study of Biloslavo and Trnavhevič (2019) when continuing to investigate on the same research topic but on social media channels instead of corporate official website.

All in all, this study managed an in-depth analysis of how different brands that retain sustainable reputations communicate about their green initiatives on social media channels. Hence, the study objective was achieved, and essential findings related to how brands are perceived as sustainable were provided in both theory and practice. In the following chapter, the practical outcomes of this study will be discussed in detail. This study carried out an in-depth analysis of how different retain sustainable reputations by planning contents about their green initiatives on different media channels. The study objective of this thesis was accomplished, and essential findings were discovered which mentioned how sustainable brands try to get recognized. The following chapter will discuss more practical outcomes for managers.

5.2 Managerial Conclusions

Aside from theoretical contributions, the study presented numerous managerial implications from the perspective of the chosen firms. As a result, this part focuses on developing recommendations for how marketers or business owners can successfully apply green and digital content marketing in the digital world. To begin with, practitioners are recommended to incorporate a systematic approach to content

marketing that considers it a continuous process to maintain a long-term connection with customers online instead of investing in various short-term ideas. This suggestion is important as producing green digital content also includes testing and optimizing content following B2B customer engagement and feedback.

Besides, the company should clearly define their sustainable goals to align digital content marketing objectives with corporate aims, as well as select the suitable components from green marketing mix to manifest. Jose and Lee (2006) found that consumers want organizations to strive for their performance in sustainability and be accountable for it and communicate honestly and clearly. Therefore, B2B brands are expected to produce green content based on different types of content and choose the proper channels to get high engagement from customers. In this research, both empirical and theoretical findings offer practical implications for sustainable brands to consider taking actions effectively on planning and building their green initiatives on green content marketing via social media channels. While at the same time, there are several challenges, such as a lack of concentration on branding/advertising content, whereas other brands slowly continue to start with innovation & technology content. The choice of social media channels raised general skepticism about its interaction and the possibility of promoting wisely on chosen channels. Understanding diverse concerns and transparent information require alignment and developing suitable strategies accordingly.

Based on this study outcomes, one company can be perceived as sustainable by the public based on the choice of formats and social media channels. It was found in this thesis that all case companies put their effort into building their sustainable image by considering what platforms best suit with each type of content. As Dawkins (2005) explained, personal and valuable content, style of communication channels, and content format should be in accordance with different stakeholder groups and audiences. Although the empirical findings reveal that the B2B firms differ in ways of distributing content and preferences of content types and formats, LinkedIn is the preferred channel to push green digital content, with the primary focus on products, innovation, and technology. Combinations of text, image, video, and links were widespread in all case companies. Practitioners should enhance their own knowledge and build up an understanding of the role and effectiveness of different types of content for different viewers. Ultimately, this thesis will spark more investigation and serve as a resource for those concerned with these topics.

Indeed, the managers must identify the right customers for each type of green content, prepare the correct facts for this audience and promote it to the right channel to deliver the message. As a result of the finding and analysis, sustainable brands were made content-wise by giving solutions and their impacts on the environmental issues relevant to the users. Thus, sustainable brands focus on developing the right content and making the green content more appealing to the audience. Lee et al. (2013) suggested that it is essential to interact with the customers on digital platforms and start dialogues. So sustainable brands could take that advice to concentrate on their interaction on various social networking sites. To sum up, we suggest managers produce green digital content based on both green marketing mix and corporate objectives to bring the best result.

5.3 Evaluation of Research

Like any study, the validity of the results must be reviewed to identify research weaknesses and make recommendations for future research. There are three criteria to evaluate this research: reliability, replicability and validity. In this thesis, the reliability of the research was described in the Methodology chapter. Clearly, to some degree, the findings would differ depending on-the content posted during a specific time. Among studied brands, the documents were collected unbalanced due to different brands' contents and their purposes on different channels. This leads to difficulty in analyzing and interpreting the results, which possibly causes a biased conclusion. Furthermore, only the author is involved in the research, so possible bias considerations have been given. In the chapter Methodology, the analysis process was described and carried out transparently. The methods used to collect and analyze data were straightforward and objective. Moreover, examples were given to support data interpretation.

On the other hand, the primary data source is mainly collected using qualitative methods—and supplemented with compatible data to the research. There are some modifiers to fit into the context of the study. The study reached its objective and answered the hypothesis and research question mentioned above while proven by thorough theoretical and straightforward managerial implications. In fact, this study concluded some consequences by adopting different perspectives—Thus, the author provided multiple approaches to green marketing and digital content marketing. To fit the context of the study, the author evaluated and summarized a final approach for this thesis. Moreover, a new theoretical framework was developed to support the main objective of the research. Additionally, the author further discussed the study issue by adapting more perspectives from other peer-reviewed scientific sources, which provide various angles on the same topic. There will be some limitations and future suggestions covered in the following chapter as in any study.

5.4 Future Research

While this thesis brings a thorough insight and exciting topics to discuss, it is essential to emphasize that this is the critical stage of more prominent research investigating the Why questions. Therefore, future research should include questionnaires and surveys of sustainable brands in the Swedish market to reinforce the solidarity of the thesis. This will help us understand the problems underlying the decisions about whether or not to speak about company green initiatives and their goal to have an impact on the ecological challenges. Furthermore, this work will result in more in-depth insights into the roles played by different digital content marketing channels and the typology of content published on social media channels. Future research can conduct the same content analysis of sustainable brands in the comparison with other industries listed in the Sustainable Brand Index™ B2B Report to generate a comprehensive picture of how those companies do green marketing and digital

content marketing. In addition, we would like to study sustainable brands on their content on more social media channels than just LinkedIn and Facebook.

Apart from this, some of the topics used to analyze digital content marketing about sustainable communication of the brands were too narrow. Among those brands studied, the concern about sustainable reputation is getting better. However, it does not cover many perspectives by choice of channels. This undoubtedly influenced the audience's awareness. It is also worth mentioning that since the author conducted the study about sustainable brands in the Swedish market, mainly the contents on different channels are in Swedish. Therefore, the author had to translate it into English for analysis purposes. Additionally, the selected time frame might have affected the reliability of this study. Nevertheless, it clearly shows the vast difference in content and interaction towards sustainable topics. Nonetheless, some external factors might influence these brands' social media communication.

Naturally, there were limitations in this study that created further research possibilities. Therefore, it is the possibility to continue investigating further about this topic. This study provided general findings regarding social media for sustainability topics among sustainable brands in the Swedish market; it would be more focused on analyzing specific brands' marketing strategies for communicating about their green initiatives on different social media channels. Although this study analyzed content only on Facebook and LinkedIn, it is vital to consider the suitable social media channels for specific green marketing topics. In addition, a more thorough analysis related to different user groups and target consumer groups would be carefully considered, including their concerns, information, and expectations. Finally, the research among different brands from different countries about green marketing on social media could be beneficial in influencing company orientation in sustainability, following their image, reputation, and value.

To conclude, we believe that this research will spark more investigation and serve as a resource for professionals, academics, and learners concerned with green marketing, digital content marketing, and sustainability. Even though this thesis contributed further to the literature pool of green marketing and digital content marketing in B2B sustainable firms, many questions remain that need to be solved. In the future, the importance of having these two concepts go hand-in-hand to model the behavior of business owners and the online community will steadily increase.

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APPENDIX: CODING BOOK

1. INTRODUCTION

To collect data for the study on digital content in green marketing of sustainable companies in the Swedish market, the researcher should examine and afterward code relevant posts from the selected brands' social networking sites, following some specified rules below:

- Primary data are social media posts of the brands being examined (Lantmännen, Vattenfall and Orkla Group) on their LinkedIn and Facebook.
- Secondary data are the brands' sustainable goals, published on the official website. Kindly study and understand the posts' contents and enter them according to the Excel file as in the end of this Coding Book.
- Once a person begins coding, make sure he/she understands the research objectives, and the methodology offered above in this thesis.

2. CODING BOOK

Part 1 - Background

1. ID
2. Link (Note: It should be the direct link to the post)
3. Month (When was it posted?)
4. Social media platform (From which channel was it taken from?)

5. What is the format of the content? (Note: Single answer only)

Format	Code
Text	1
Text & image	2
Text & video	3
Text & document	4
Text & on-page link (e.g to article, videos, etc.)	5
Text & link (internal: corporate website/social media channel etc.)	6
Text & link (external: another company's website/ social media channel etc.)	7
Text & image & internal link	8
Text & image & external link	9
Text & video & internal link	10
Text & video & external link	11
Text & image & multiple links (external and internal)	12
Text & video & multiple links (external and internal)	13
Text & document & link internal	14
Text & document & link external	15
Text & document & multiple links (external and internal)	16
Others	17

Part 2 - Content & Types

6. Content (What was it about? Copy and paste the original content here)

7. What is the type of the content? (Note: Single answer only)

Types of content	Code
Task-related	1
Products & Services	1.1
Innovation & Technology	1.2
Interaction-related	2
Branding/ Advertising-related	3
Others	4

Interpretation for the variables used in question 7 (adapted from Table 5).

Types of content	Interpretation
Task-related	Products & Services: Posts that promote products or services and feature their green attributes or green values (Carlson et al., 1993; Coursaris et al., 2013).
	Innovation & Technology: Posts that concentrate on the company's product technology, manufacturing method (Šikić, 2021), or waste disposal procedure that avoids environmental harm (Carlson et al., 1993).
Interaction-related	Posts that foster the advocacy in green initiatives from the company through creating engagement (e.g., polls, thank-you messages after product launching events/ceremonies/trade shows) (Coursaris et al., 2013; Yaghtin et al., 2020).
Branding/ Advertising-related	Posts emphasizing a brand's reputation and growing brand's competitiveness (Swani et al., 2013) (e.g., ads/promotions focusing on collaboration, brand history, deals) associate a company's product with an environmental cause (Carlson et al., 1993). This type is most close to the traditional advertising method (Yaghtin et al., 2020).
Others	Posts that do not fit into any of the above categories, or a mash-up of multiple types such as any types above and/or facts about environment (Šikić, 2021).

8. What were sustainable goals relevant to the content? (Note: Though the content is about the company's green initiatives, those green initiatives can still support various sustainable goals, not limited to only the Environment. Single answer only.)

Company's sustainable goals	Code
Social Objectives (1, 3, 4, 5, 10)	1
Resource (2, 6, 7)	2
Economy (8, 9, 11, 12)	3
Environment (13, 14, 15)	4
Education (4)	5
Governance (16)	6
Partnership (17)	7
Others	8

9. Did the content directly mention about UN Sustainable Goals?

- a) No
- b) Yes

10. Did the content create any dialogues with social media's users?

- a) No
- b) Yes

Part 3 - Tone & Style

11. What was the language of the content?

- a) Formal
- b) Neutral
- c) Informal