

A B2C Digital Marketing Plan for the Sushi Restaurant Makuja

Veronika Maisuradze



Author Veronika Maisuradze	
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<p>This thesis was made for the sushi restaurant Makuja, which operates in Helsinki. The objective of the project was to create and partly implement a B2C digital marketing plan for the company: to make the first steps in building online presence, which would allow people to find Makuja on the Internet, get to know the restaurant better and interact with it. One of the main goals of online presence was to spread awareness and to gain followers, fans and customers.</p> <p>Five project tasks were set up in order to accomplish the thesis objectives. First, sources for the theoretical framework were researched. They included textbooks, journals and electronic resources. Those sources helped to build the theoretical base required for an empirical part of the project. Next, the second phase of the project was executed. It included the following tasks: building a multi-functional website, adding the restaurant to social media sites and applications, writing posts for a future blog, creating video scenarios, making a presentation video for Makuja, developing search engine optimization and writing a short memo for the company about how to improve and maintain online presence. Finally, the project outcomes were evaluated and the project performance feedback provided by the commissioning company was attached.</p> <p>The work on the thesis project lasted from the beginning of November until May 2016. During the period of collaboration, the company was highly cooperative and always willing to help with all the necessary materials, information and advice.</p> <p>The outcomes – the bilingual website, active page in Facebook, presence on social media sites, presentation video, articles for blogs, video scenarios and a brief memo for the company – were made specifically for Makuja. They were adapted to the needs of the restaurant in the best possible way and comply with the project objectives.</p>	
Keywords B2C digital marketing, digital marketing strategy, digital marketing tools, social media marketing, mobile apps, SEO, restaurant industry.	

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1 Introduction

This chapter introduces the thesis topic and emphasises its importance in a modern business world. Next, it outlines and describes project objectives and familiarizes the reader with the demarcation criteria. The chapter also draws attention to an international aspect, further highlights benefits for me and for the case company, gives several key concepts related to the topic and, finally, brings to light the case company.

1.1 Background

Digital marketing plays an important role in a modern business for a number of reasons.

First of all, it allows companies to reach wide audience. People tend to consume more and more digital content every day. As a result, electronic marketing becomes an essential tactic for different businesses, including restaurants.

Secondly, digital marketing is more affordable than traditional offline marketing. Due to digital marketing, companies with small budgets get better chance to compete. Nowadays it is still free to create media pages and profiles, blogs, websites and even video channels. All these ways enable to promote a brand for free or at a low price, though it takes a lot of effort.

Finally, digital marketing allows companies to track and monitor results. There are many social media and website monitoring tools, which can measure a variety of statistics, such as a number of fans, followers, blog subscribers, comments, average time on site, clicks and video views.

1.2 Project objective

The project objective for the business case is to create and implement a B2C digital marketing plan for the sushi restaurant Makuja. With this thesis project, I aim to identify and describe what necessary steps should be taken in order to ensure and maintain effective digital marketing. Some of the strategies will be implemented during the project work. Nonetheless, I cannot implement the whole plan in action, as content of digital platforms is supposed to be updated constantly. Therefore, the implementation process will be cut at the stage when it is developed enough to maintain it. Obviously, the company will benefit from the established

digital presence, which they will need to maintain according to the memo that will be presented in the form of written document.

The project objective is divided into the following project tasks (PTs):

PT 1. Researching existing sources for a theoretical framework.

This task includes reviewing printed sources, such as textbooks and journals, as well as electronic resources in order to find corresponding theories, studies and surveys on B2C digital marketing in general and in a restaurant industry particularly. It covers both classic digital marketing theories and the latest trends. The result of PT1 is a strong theoretical base needed for the next tasks of the project and an overview of B2C digital marketing and its latest trends in today's restaurant business environment. The findings will contribute to creation of a B2C digital marketing strategy for the case company.

PT 2. Setting up platforms and establishing content.

First, the following PT includes setting up a website, purchasing a domain name, checking traffic and later improving and adjusting the site. It should be visually appealing and send a corresponding marketing message to the visitors. Secondly, the PT 2 includes choosing the best social media platforms for the restaurant content. They must be effective, free and easy-to-use, so that later employers and employees of Makuja would be able to update the platforms and make new posts by themselves.

PT 3. Developing a search engine optimization.

On this stage, the author will take steps in order to develop a sound SEO strategy. This process consists of content optimization, keywords researching, link building, monitoring and tracking the data and results. The outcome of PT 4 should be a strong and profound SEO plan, but it should be taken into account that SEO is an ongoing process.

PT 4. Creating a memo for the company.

A memo should help the company to maintain its online presence. It must be clear, precise and focus on the essential issues, such as how to create content, how often to update it, how to use tracking systems and maintain a strong SEO. The outcome of the PT 5 is a manual, which should help the staff members to engage with online marketing in a correct way and in relation to Makuja's overall objectives.

PT 5. Evaluating the project.

The aim of the PT 6 is to implement the evaluation of the project. This process includes making judgements, based on evidence about the quality and value of the digital marketing plan for the restaurant Makuja, and assessing the process of learning from the project. The ability to look at the project critically will help me to reveal the weaknesses in order to improve professional performance in future and achieve better results.

Table 1 below presents the theoretical framework, project management methods and outcomes for each project task.

Table 1. Overlay matrix

Project Task	Theoretical Framework	Project Management Methods	Outcomes
PT 1. Researching existing sources for the theoretical framework	Digital marketing, digital marketing in restaurant industry, social media marketing, SEO, new trends in digital marketing in the restaurant industry	Desk research, document analysis, benchmarking	Theoretical framework, data and analysis of current trends in digital marketing in the restaurant industry
PT 2. Setting up platforms and establishing content on the chosen digital platforms	Content marketing in the restaurant industry, content production, digital platforms	Desk research, interview of the restaurant's owners, free website generator, online tutorial how to set platforms	Content for the platforms
PT 3. Developing search engine optimization	SEO, ways of SEO, SEO ranking	Desk research	Improved SEO, higher ranking of SEO
PT 4. Creating memo for the company	Digital marketing in the restaurant field, content production	Document analysis, desk research	Memo for the restaurant how to maintain established digital marketing, training material
PT 5. Evaluating the project	Digital marketing, SEO, platforms, content	Project analysis	Project evaluation, analysis of the outcomes, recommendations, case company's feedback

1.3 Demarcation

The scope of the project is a B2C digital marketing plan designed for the sushi restaurant Makuja. Therefore, the theoretical framework is focused, first, on digital marketing in general and on digital marketing in a restaurant industry particularly, platforms, content and SEO. Though digital marketing is related to other topics, such as integrated marketing communication and customer relationship management, these concepts will not be described in depth, as they are not linked directly to the target of the project.

The second aspect of demarcation is the fact that the plan will be designed for the sushi restaurant Makuja exclusively, rather than for the whole restaurant industry. It will focus on this specific business and its promotion via electronic platforms. As for the content, it will also represent the main values, ideas and characteristics only of this separately taken restaurant.

The third demarcation is about target marketing – the project is meant to develop a B2C digital marketing plan, excluding B2B marketing. The project aims to increase a number of customers by attracting new ones and engaging the old ones.

Overall, the demarcation criteria are presented in the table 2 below.

Table 2. Demarcation criteria

Demarcation criteria	
Case business	The restaurant Makuja
Location	Helsinki, Finland
Industry	Restaurant industry
Purpose	To attract new customers and engage the old ones
Marketing channels	Digital marketing
Target audience	B2C

1.4 International aspect

The topic of the thesis fulfils the GLOBBA's requirement of an international aspect.

First, I come originally from Russia, so Finnish business world is a foreign environment for me. The differences between doing business in these two countries include taxation systems, law regulations, cultural aspects, for example, power distance between employee and employer and many others.

Secondly, the owners of the case company, the restaurant Makuja, come from China. Therefore, Finland is not their native country, and they had to learn about local business etiquette, customs and legal issues; consider cultural differences; get to understand the economic situation and a restaurant industry in Finland; and, finally, overcome a language barrier in order to establish clear communication with customers.

Besides, the B2C digital marketing plan will help the company to reach not only local people, but also foreign tourists who are visiting Finland.

Overall, the case company operates in Finnish business environment, which is a foreign habitat both for me and for the owners of Makuja. Moreover, the restaurant has customers from all over the world and operates in several languages. Thus, an international aspect is accomplished.

1.5 Benefits

Clearly, due to the importance of digital marketing in modern business, the case company would definitely benefit from the project. The restaurant Makuja was opened in June 2015 and since that time, it has recognised the need of digital marketing strategy. However, it has not developed it yet. Thus, the following thesis aims to help the company to create and adapt the digital marketing strategy, which will help them to promote the business in electronic media, stay up-to date and competitive in the restaurant industry, attract new and old customers, and, as a result, increase revenue.

As for the customers' benefits, the digital presence of the restaurant would make their experience more convenient, because they would be able to find information about the restaurant online. For instance, restaurant's web presence would enable customers to check menu details, learn about deals and special offers, read and leave reviews, find the restaurant's location easily and reserve a table online.

Turning to the benefits for me, the work on the project will help to gain and develop digital marketing skills, which are in high demand in business world nowadays, implement theoretical knowledge in practice, highlight marketing abilities through social media, and, above all, enhance career progression and competitive advantage.

1.6 Key concepts

Digital marketing is a strategy, which utilizes digital platforms in order to support business objectives and marketing (Chaffey & Ellis-Chadwick 2012, 190).

Social media marketing means the use of social media platforms to market company's services and products (Investopedia 2015).

Content marketing is a strategy focused on creating worthwhile, appropriate and steady content to attract an audience (Content Marketing Institute 2015).

SEO stands for "search engine optimization". It is a process of getting traffic from the search results on search engines (Search Engine Land 2015).

1.7 Case company

The restaurant Makuja was opened in Helsinki, Finland, in June 2015. It is run by a group of energetic and active young people who have background in sports and nutrition. The entrepreneurs know both how to eat healthy and how to cook healthy. The long-term goal of Makuja's team is to promote healthy diet and lifestyle, and to contribute to our society by reducing nutrition-related diseases such as obesity, cardiovascular and cerebrovascular diseases. The restaurant Makuja offers as much organic and local food, as possible and some local products. Almost all of its dishes are gluten-free and they do not use monosodium glutamate in the cooking process.

The company has not developed online marketing strategy yet. Thus, the following thesis aims to help the company to create and adapt the digital marketing strategy, which will help them to promote the business in electronic media, stay up-to date and competitive in the restaurant industry, attract new and old customers, and, as a result, increase revenue.

1.8 Theoretical framework

This chapter represents the main theoretical framework. The main method, which will be used to write the theoretical part, is secondary research, which involves study of the literature devoted to B2C digital marketing – books, journals, articles and online resources. Because digital marketing is constantly changing, I will consider only the latest materials.

Figure 1 below depicts an overview of the theoretical framework.

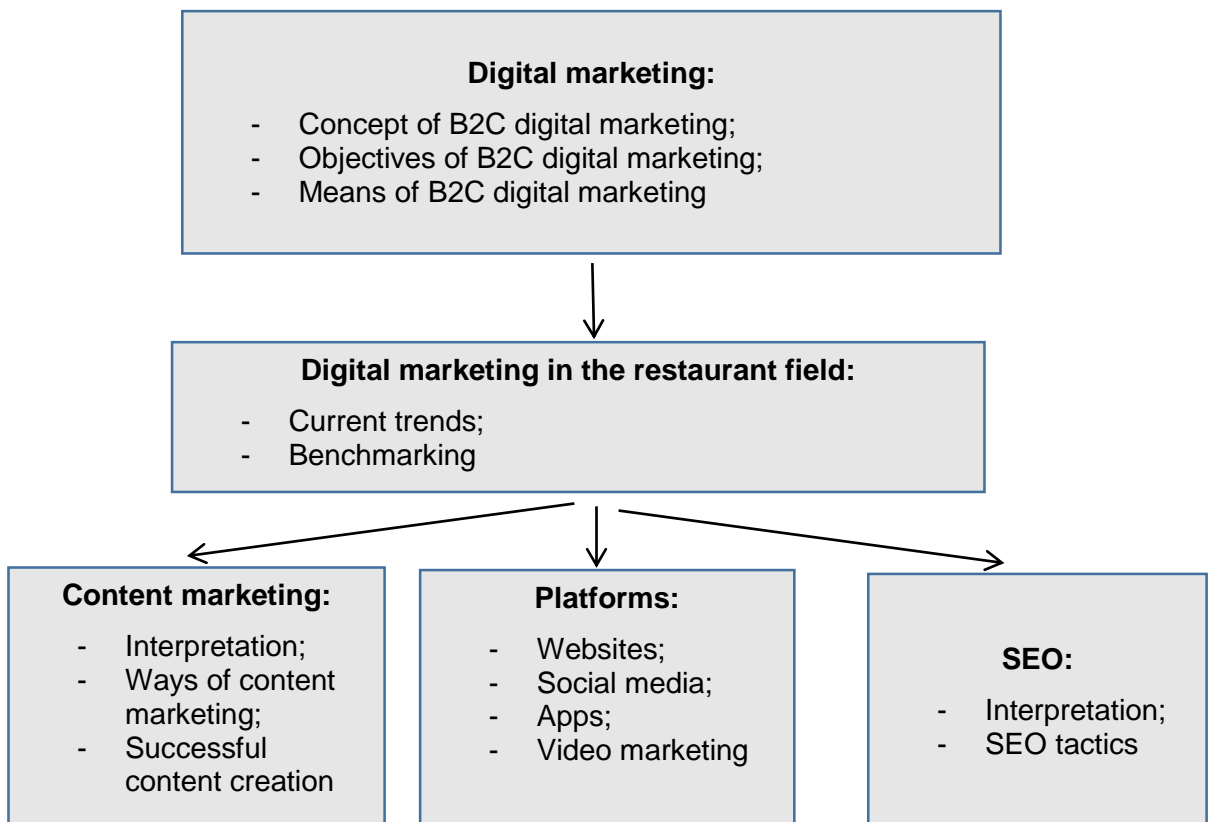


Figure 1. Theoretical framework

First, I will describe the concept of B2C digital marketing, reveal its objectives and means. After that, the attention will be drawn to the digital marketing in the restaurant field, and particularly to the current trends in this industry. Next, I will explain in detail about content marketing, platforms and SEO.

1.9 Project management methods

I use both primary and secondary data sources. The both methods help to achieve project goals.

The primary data source is an interview with the contact people at Makuja. It will be conducted in order to get necessary information about the business. The interview will be done via e-mail and will have a semi-structured format.

The secondary data includes literature study on digital marketing, and particularly B2C digital marketing in the restaurant industry, content marketing, platforms and SEO. I will also study the relevant information about sushi restaurants in Helsinki, their digital presence and interpret the findings. This information will be used to design a website for Makuja and create a social media content.

The secondary research also includes documentary analysis involves obtaining data from existing documents. It includes newspaper articles, websites, photographs and posts in social media. Only documents, which are freely accessible, will be used.

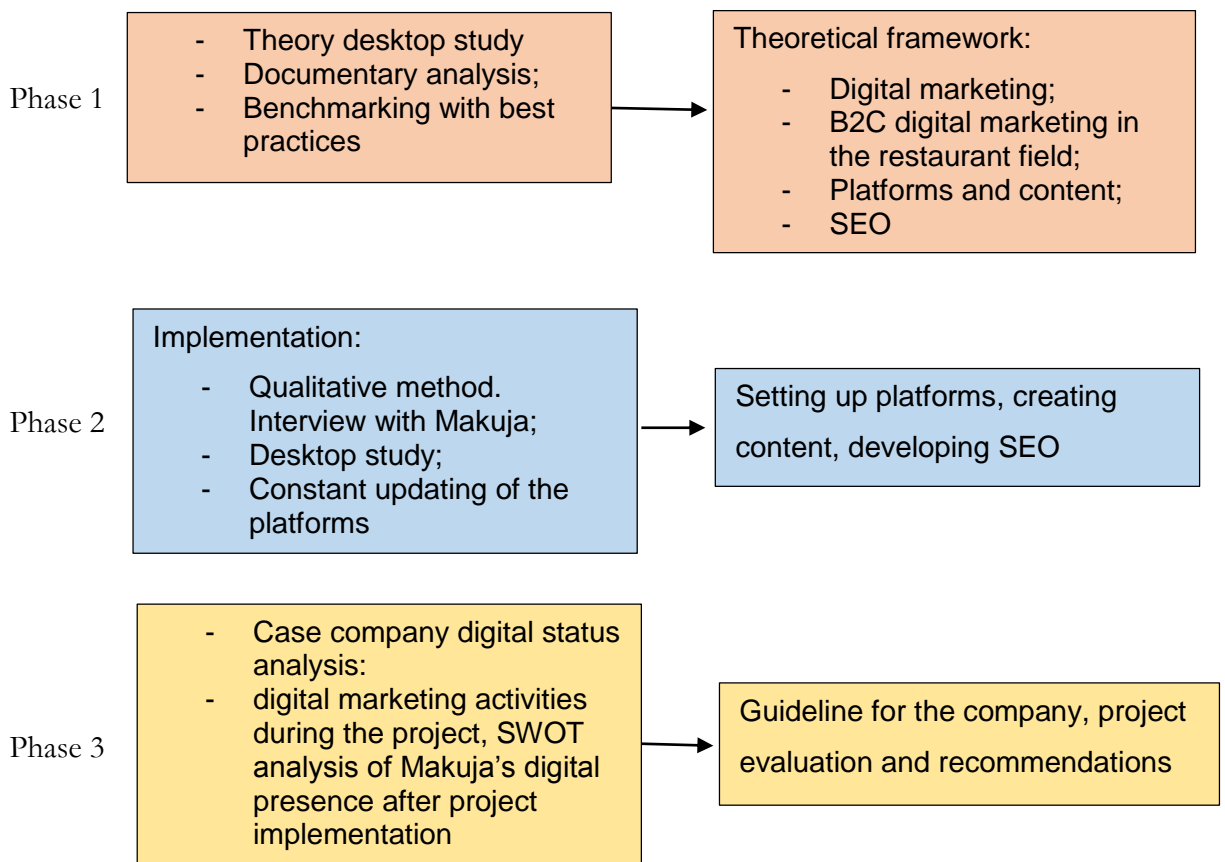


Figure 2. Project methods.

2 Digital marketing

2.1 Creating domain names

Choosing a proper domain name is a critical issue for a successful online presence of a company. It creates the first point of contact between a potential customer and a business. In other words, it influences first impression.

Before a company can choose a right domain name, it should learn basic information about this subject. So, every online presence is determined by a series of numbers, which is called the Internet Protocol, or, for short, IP address. Since every IP address is unique, each domain name is also exclusive. (Charlesworth 2014.)

Every country has its own domain naming authority. Thus, if a company wants to get a domain name, first it has to apply to this authority for permission. As a result, those individuals who register the name are the only domain's owners. As can be expected, nobody else can use the same domain name.

The right domain name should be selected not only for a company's website, but for other online presence as well, including social media. As for the construction of the domain name, it must start and end with a number or a letter. Besides, it can contain as many dashes as the owner wishes, though they must not be placed together. Yet, no spaces or any other characters are allowed. Turning to the length of the domain name, it can consist of minimum three and maximum sixty-three characters. (TechTarget 2016.)

The critical issue to consider when creating a domain name are length and simplicity. It should be relatively short and easy to remember. Besides, it should, of course, represent the business and consider what it will be used for: for instance, for website, social media or e-mail.

Therefore, when choosing a composition of a domain name, company should be sure that it is related to its brand, product or service. In other words, customers will recognize it.

(Charlesworth 2014.)

As for the selection of a right suffix, a company should take into consideration the following issues: where the business trades, where the market is, how the organization wants to be perceived and if a service or product is identified with a particular country.

2.2 Building websites

Website is one of the most important elements of digital marketing. Alan Charlesworth mentions in his work “Digital Marketing: A Practical Approach” that before starting developing a website, you should consider the three main issues: what site’s objectives are, who the visitors are and why they are visiting the website (in other words, what their needs are). So, when creating a website, designer should think on the first place about future website users. Two essential issues related to the perception of website are presentation and usability/navigation. These two terms include ease of use of the website, processing speed, attractiveness, and adequacy of information, accessibility and other related factors. (Charlesworth 2014.)

It is also important to note that creating the website is often easier than maintaining it and keeping it up-to-date. The website should be renewed constantly: old irrelevant information should be removed or replaced by a new one.

To create an efficient website, a company should have a team of skilled professionals, such as programmers, graphic designers, content writers, search engine optimization specialists and, besides all, sales personnel and marketing managers. Moreover, Alan Charlesworth argues that it is better not to involve amateur website developers, because most of them cannot provide professional service. They have basic knowledge about HTML and website design, but not about sales or marketing. For this reason, most of amateurs are not able to develop effective website. (Charlesworth 2014).

As for the actual design of the website, Alan Charlesworth gives some advice on it. He points out that the front page is the most important element of your website in terms of marketing. It makes a difference whether the visitor will become a customer or not. Alan Charlesworth gives the following advice on the front page: first, it should download fast, be brief and precise, and provide a reason for a surfer to stay on the website, direct him/her how to explore the website further, should be appealing and contain contact details. As for the feature, which the front page should not have, they include a company description, advertising banners, designer’s logo or a name and a “home” button. (Charlesworth 2014).

Turning to the front color, the developer should keep in mind that the text has to be easy to read. For instance, dark text on a light background would be a good choice, as users can read

it effortlessly even on a small screen of their mobile devices, which is highly important in the era of new technologies. As for the front size, it should be big enough for the seniors to read. This fact is meaningful, as nowadays the population in most countries is aging and the percentage of older people going online is growing from year to year. Considering the style of the front, the most readable one on a website would be from Arial or Helvetica family, because it does not have any “tails” in letters. It is also advised to avoid text in italics, as this characteristic makes the process of reading text online more complicated.

In the same way, pictures should be also carefully considered, before a company uploads them on a website. First, take into account size of photos: large photos take long time to download. Secondly, the quality is highly important – all the pictures should not only look nice, but also be professional.

The last, but not the list is spelling and grammar. All the text on a website should be correct; otherwise, the business does not seem trustful and reliable.

2.3 Planning social media communications

Social media includes social networking sites, such as Facebook and Twitter, blogs, video and photo sharing sites, for example Youtube; chat rooms and message boards; listserves, wikis, social bookmarking sites and some mobile applications (Scott 2011, 37). All this platforms provide people an opportunity to share their ideas, thought and opinions on different subjects. Besides, it is a way for businesses to promote their products or services.

Social media is one of the most efficient and cost-effective channels for communication with existing and potential customers. As Alan Charlesworth states in his work “Digital Marketing: a Practical Approach”, every restaurant should be active in social media. When used properly, it can contribute to almost every stage of the buying process. First, active presence in social media can help restaurant to draw customers’ attention – they will be aware of the place and its services. Secondly, it might cause the interest to learn more about the restaurant and look for more information either in social media or on the website. Next, if a person decides that the restaurant meets his need, he might go there for a lunch or dinner and then tell others about his personal experience, for example, in Facebook. (Charlesworth 2014).

Besides, companies can also drive traffic to their websites through social media. However, first they need to have a network of friends to pass on the message. Clearly, building this kind of network takes time and effort. It is worth mentioning that one of the best ways for gaining friends in social media is creating appealing content.

Turning to the negative aspects for a company caused by participation in social media, it should be noted that a company does not have a full control. The sphere of customers' influence is basically unlimited. If they are not satisfied with the service, they can send a message and reach thousands of people. This fact frightens some companies, though they should not be scared of it if they provide a quality product, for an appropriate price and have a good service. (Charlesworth 2014).

Turning to the specifics of marketing in social media, it should be mentioned that the best way to advertise company's services is not by pushing, but by pulling strategy. That is, instead of shouting out the message to the audience, marketer can be useful for consumers and make a valuable conversation with people, who will then "pull" the message. (Scott 2011, 7)

To start social advertising, company should first make its own profile page. As can be expected, people will not start to "like" the page as soon as it is published online. The process of creating a network is complicated and takes time. Nonetheless, the platform immediately becomes a place, where people can get the information about company's business and make a conversation.

The main point in social advertising is to make a profile, which would be worth visiting. Social networking is all about consumers having a good time. Therefore, company should create environment, which would be comfortable for them. If the content is valuable and entertaining, then you can get some "fans" who would "like" your page.

2.4 Video marketing

Video marketing is becoming more and more popular nowadays. Youtube is the second most favored search engine after google (Gould 2014). Many young people use it as a main search engine. Therefore, it provides a great opportunity for companies to promote their services or products. They can popularize themselves by creating interesting videos for ideal customers.

When planning video marketing, first, companies should think about the main objective of the videos. In other words, they should define what the purpose of the videos is and how to measure results. Then, company should consider who the ideal customer is: his/her gender, age, interests, problems and needs, and, besides, what keywords he/she would use for search in Google. (Rouhiainen 2013, 12.)

Next, it is very important to decide how and when the videos will be created. It is necessary to know in advance, who will be responsible for each process of video production: taking videos, editing, promoting them and analyzing results. Besides, the companies should be consistent. They should upload videos regularly, for example, every week. Moreover, marketer has to keep in mind the budget and consider, for instance, if the company needs to invest in a professional camera. (Rouhiainen 2013,

Then, the company should identify the main keywords, which its ideal customer types on google. Marketer needs to do it in order to optimize the videos on these searches. One of the free tools for it can be found on Google Adwords. Marketer has to type in the sector and location/city. The tool will show how many people are searching on Google with these precise word combinations. The company should point out several keywords and create videos for them. This tool is free, though marketer will have to create Google Adwords account. (Rouniainen 2013, 14.)

Furthermore, company can also figure out questions, which its customers search on Google. As a rule, the most successful videos are those that address customers' needs and answer directly on their questions. Wordtracker represents a tool which lists the most frequently asked questions. Company can check the list of inquiries and pick up the most popular ones. Additionally, those questions might be uses as headlines for the videos. In order to use Wordtracker tool, marketer has to register for a trial account. The link to sign up: <http://original.wordtracker.com>. The link for the program: <http://freekeywords.wordtracker.com/keyword-questions>. (Rouhiainen 2013, 16.)

In addition, Lasse Rouniainen mentions that company can find questions, which its potential customers are interested in on www.quora.com (Rouhiainen 2013, 18). It is a social network where people ask and answer all kinds of questions. There are specific sections on the website, so it is easy to find the topic you are curious about.

Turning to the type of videos, which companies can create, there are several ways how businesses can tell people about themselves. To begin with, it might be a video presentation in which managers and employees tell customers who they are, what kind of company it is and where or how their services and products can be found. This would bring a personal touch to the video and, therefore, seem trustful and reliable for customers. However, if the company does not have opportunity to engage its employees in video activities, it can use a slideshow presentation. The tool, which might help with this kind of video, can be found on the website www.animoto.com. Nonetheless, it should be taken into consideration that slide show videos might be less effective than video with employees' presentations. (Rouhiainen 2013, 40.)

Another kind of effective company's presentation can be testimonial videos. They might be very effective, because they show what real customers say about company's product or service. First thing to remember is that they should not be too common or general and packed with descriptive details. Instead, testimonial videos should be original, credible and precisely tell others about customers' experience with the specific product or service.

Now, moving to the next point, what kind of videos a company can create. To start with, tutorial videos are one of the most effective ones. Many people go to Youtube to find solutions to their problems or answers to their questions. Thus, by uploading educative videos to Youtube, company gains its position in search results. Besides, potential customers can start to see company's representative who appears in the videos as a master or specialist in the area. Moreover, the more company teaches or informs its customers, the tighter are the relationships between those two parts. Another key point is that video tutorials should be brief and clear.

2.5 Search engine optimization (SEO)

SEO stands for "search engine optimization". It is a series of actions to get traffic from the results on search engines. In brief, there are two methods to gain traffic. The first way is to earn traffic, while the second one is to buy it, that is, to use paid advertising. Nowadays, the latter route is becoming more and more popular, because it is very difficult for small businesses to stand out on the web due to a high number of competitors who are also active online. (Search Engine Land 2016.)

It is worth to mention that though “earning traffic” sounds as a cheap way to market a business, it is actually not a free technique. This method is very time-consuming, because it requires constant production of a high-quality content. Moreover, it also causes expenses, as a company might need to invest in some inventories, such as a professional video camera in order to create entertainment and valuable content.

Turning to the next point – how to earn traffic, it is important to point out factors that influence search results. First, titles of the posts or articles are extremely crucial. It actually means that they should be carefully considered and measured, because words matter and they should summarize the full text. Secondly, the content should be valuable, shareable and entertaining. In other words, the more shares and likes you get on your blog, website or social media, the higher your rank on search engine will be. Next, the speed of the website is important: that is, the faster it opens, the better search results a company can have. Besides, it is important to use proper and correct language in order not to get minus marks on search engines. Overall, to generate good search results, companies should create a great content and nail it down with all the elements listed above. (Rouhiainen 2014.)

It is important to remember that it is essential for the company to appear on the first page of search results, because much fewer users check the second page. Nonetheless, as it was mentioned above, nowadays it is extremely difficult for start-up companies to have a good rank due to high competition. In order to find out how much competition business has online, Lasse Rouhiainen advises to type keywords related to business and check the number of results. In fact, it is usually easier to rank company higher locally. For instance, users will probably find fewer results in the Finnish language weather than in English. Besides, when writing keywords in a search bar, a marketer should also pay attention to words and word combinations, which Google recommends, because they are one of the most searched ones.

As for the online paid advertising, one of the most used and effective ways is Google AdWords, which is becoming more and more popular nowadays. Google paid ads are usually shown with the “Add” sign among the top results when we type in words in the search engine. Surely, this method can be used to promote a business. It is especially recommended to use AdWords if the ideal client is local, because in this case company has much less competition.

If a company makes a decision to advertise with the help of AdWords, first it should define precisely its product or service, ideal client and offer. Besides, it should also check if

competitors already use AdWords. In order to find it out, marketer should type in Google some search words related to the business in local language. Immediately, Google will show the list of competitors who use paid advertising. It is highly recommended to pay attention what headline and body text these businesses use.

One of the most important benefits of AdWords is that a company can reach people in the exact moment when they are looking for the particular service or product. As for the disadvantages, cost and competition are among the biggest obstacles. Nonetheless, it should be highlighted that when using AdWords, company pays only for clicks.

To summarize all above, the most important ranking factors include relevant keywords, user experience (which includes speed of the website, its mobile responsiveness, time that people spend on the website, scrolling down) and links to other sites, especially to social media. Undoubtedly, the more comments, shares and positive reviews business has, the higher it will be ranked on search engine. As for the content, it is the most important factor for SEO and, clearly, it should always be fresh, valuable and attractive for ideal customer.

3 Implementation

3.1 Creating and getting a domain name for Makuja

Makuja's owners and I had to establish online presence for the business from a scratch. Therefore, we had to decide on a domain name for a website. The managers suggested the name www.ravintolamakuja.fi. I supported the idea for the several reasons. First, the composition of this domain name reflects the service that the company provides. Makuja is the name of the business, whereas the word "ravintola" is translated from Finnish into English as "restaurant". The word combination "ravintola Makuja" is rather short and easy to recollect. Secondly, the suffix of the domain name .fi was considered the right one, because the restaurant operates in Finland, and, thus, the market is in Finland.

The next step was a registration procedure. It was relatively simple and conducted online. As the managers of the restaurant had not had any previous experience with registering the domain name, the author has done a desktop research, in order to find out more about the registration procedure.

Consequently, I learnt that the organization, which registers domain names in Finland, is called Finnish Communications Regulatory Authority Fi-domain and has the following web address: www.domain.fi. The website provides detailed information about the registration procedure, rules and fees. The application procedure is described on the website step-by-step. It consists of the following stages: at first, registers must check if the domain name is available, then they make sure that it is not based on a protected name and next they can apply for a domain name. The last step includes obtaining name server, registering and logging into the service, filling in the domain name application and paying. I sent the link to the website and the contact information to the managers of the restaurant. Next, the owner of Makuja followed the directions provided by the website, completed online application, and, consequently, the domain name was issued to the website of the restaurant Makuja.

To conclude, now the restaurant Makuja's website has the following domain name: www.ravintolamakuja.fi.

3.2 Building a website for Makuja

At the time when the cooperation started between me and Makuja, the managers of the restaurant made it clear that, at that stage, they were not ready to hire a professional team to create a website, because it would cause a lot of expenses for the company. Besides, as the restaurant was opened not long ago, the owners were quite busy with the actual every day work in the restaurant and did not have enough time to set digital platforms by themselves. Therefore, this task was commissioned to me.

First, it should be mentioned that I do not have technical background in programming or computing. Nonetheless, during specialization marketing internship, I created a website for a start-up company using the free website builder www.wix.com, which has hundreds of customizable HTML5 templates and does not require coding skills. Thus, it was decided that the same platform could be used to create a website for Makuja restaurant.

As it was mentioned in the theoretical part of the website creation process, the main issues to consider in the beginning stage of the project are the following: who the visitors are and why they are visiting the website. The visitors are either existing or new potential customers of Makuja restaurant, who are interested to learn more about it. They like Japanese cuisine or are open to it. These visitors are especially concerned about the menu, including photos of the dishes and the pricelist, and possibly the reservation procedure. They expect easy navigation on the website, maybe integrated social media in order to share the information in Facebook and they would like the website to be mobile-optimized. Next, the objectives of the website were defined. They are the following: to provide information about Makuja restaurant to existing and potential customers, to promote the restaurant, to provide access to its service (contact information and table reservation) and to give a chance to customers to interact with Makuja (integrated social media).

After consideration of the listed above customers' needs, the negotiations with the company started. The issues that had to be discussed were the following: design, navigation, content and languages. In the first place, the author had to pick up one of the design templates available at www.wix.com. One of the most suitable was a design made specifically for a sushi restaurant. However, the background was not of a great importance, because it could be modified later according to Makuja's managers' preferences. Next, the navigation was planned. It was agreed to have the website in two languages, Finnish and English, and with the following pages: Home, About, Menu and Reservations.

Then, I asked Makuja's managers to provide professional photos of the restaurant, dishes, its team and interior. As we tried to keep the project at a low budget, the owner's friend who is good at photography and has a professional camera was invited. When the photos were ready, they were uploaded to Dropbox, so that both the managers and I had access to them.

Therefore, all the photos, which we used for the website, were taken especially for Makuja and depict its unique atmosphere and cuisine.

The Home page of the restaurant contains the name of the restaurant with its logo, the main concept put in three words, "Healthy & Natural Sushi". Besides, the central location is emphasized (Kamppi, Helsinki). The Home page, as all the other pages on the website, includes three boxes with Opening Hours, Contact Details and Reservations. On the top of the page, the visitor is able to choose the language, English or Finnish, and to click buttons on the navigation bar (About, Menu, Reservations). The Home page also contains a small photo gallery, which has three pictures: one picture shows the interior of the restaurant, the second one depicts the sushi buffet and the third one gives a close shot of sushi. The page also has a Facebook button, which transfers the visitor to Makuja's Facebook page by click.

The second page is called "About" and tells visitors about the restaurant and its main concept. In order to write this description, I had a brief e-mail interview with Makuja's owners, which included questions about the main idea of the restaurant, its history, owners and ingredients that they use to prepare the food. The full interview is attached to the thesis (Appendix 1).

The page "About" also contains a photo of nigiri with text on it, written in capital letters "FRESH. LOCAL. ORGANIC." The text was put there, because the managers of Makuja asked to emphasize that the ingredients used for their sushi are all fresh and natural. Thus, the text had to be bright and noticeable in order to draw attention of website visitors. As a result, currently the text is written in a black font on a green background.

Turning to the next page, Menu, it was decided that the list should start with the buffet options, followed by sushi sets and finalized with noodle and rice sets. This outline was chosen based on the matter of popularity: the most frequent order at Makuja is sushi buffet, the second most favored one is a sushi set, while noodle and rice sets are a little less in demand. Every dish, except noodle and rice sets, is accompanied by a photo and description. The pictures of the two dishes are missing, because they have not been provided to me yet.

The last page “Reservation” lists two reservation options: by phone or by completing a reservation form, which includes customer’s name, e-mail, message and a button “Send”. The page also has a map with a restaurant Makuja’s location. The website visitors are able to zoom in and out the map.

As it was mentioned above, the website is available in two languages. I did the translation from English into Finnish with the help of my friend, a native Finnish speaker. Though the website was now published online, several things needed to be modified. For instance, the background had to be changed for a more suitable one, the “home” button had to be removed from the Home page, two photos should have been added to the Menu page, the name of the free website builder should have been removed and the website should have been optimized for mobile use. All these issues were under consideration at that moment and were modified during the work on the project.

3.3 Modernization of the website for Makuja

Eventually, the website was published online. I was glad to find out that the restaurant was getting table reservations from time to time through the online form on the website. This information was available on Makuja’s account in wix.com. Nonetheless, now, when the website was ready, the managers of Makuja realized that it needs some changes, and, besides, they came to a clearer idea what kind of website they would like to have. They sent me an e-mail with request to change design so that it would attract more customers. The managers of Makuja provided me a link to one restaurant’s website, as an illustration of what they would like to have.

Consequently, my task was to modify the website in order to attract more customers. A great plus was that all technical aspects were operating well – content was written, pages were there, all buttons worked and navigation was easy. Therefore, I started the modification of the design. The first thing I did was changing the font to Arial, as it was advised in the theoretical part of the thesis. Besides, I made font bigger everywhere. This time, I used Arial 24 for main information, such as for the pages, which tell users about the restaurant and present the menu, and Arial 18 for additional information, for example, for Contact information and reservation details. Then, I have changed the background behind the text. Now, we have black text on the white background. It was done according to the suggestions from the theoretical sources.

After it, I have also changed the reservation form: instead of a black one, I used a white one with a black text on it.

As soon as the background and front were changed, I have deleted the old pictures from the Home page. Previously, we had pictures that were too heavy. As a result, when users opened a website, the photos were downloading slowly. To eliminate this problem, I took screenshots of these pictures and uploaded the new versions. Thus, now the front page opens faster.

The main outcome of the website modernization is more attractive design, which should pull more customers. In addition, the text is easier to read, as it is bigger and black on a white background. Moreover, the type of front was changed to Arial, the simplest one and without “tails”, so that it is easier for users to read the content. Furthermore, the pictures were changed and now the Home page opens faster. Overall, the main benefit was that now the website was more convenient, user-friendly and looked more attractive.

I still had to work on a mobile version, as the website looked attractive only on big screens: on computers and laptops.

3.4 Creating a mobile version of the website for Makuja

As it was mentioned in the theoretical part of the thesis, it is extremely important nowadays that a website is mobile friendly. When I have finished the modernization of the screen version of Makuja’s website, I checked how it looked on my mobile device and found out that it was a big mess there. Thus, my next step was to work on a mobile version of the website. This task was of a great importance, as many of Makuja’s potential customers would like to visit the website from their mobile phones.

The good news was that making the website mobile-friendly on wix.com occurred to be relatively simple. I switched the editor views in order to edit the mobile version of the site. Then, I only had to work on design, because all the buttons worked well and navigation was fine. Nonetheless, design looked like a mess: front looked too big on a small screen, the headlines were so huge that one word occupied two lines, there was some unneeded space between the paragraphs, and in general everything looked very chaotic and disorganized.

I started editing the mobile version with the first page *Makuja*. First, I made the front on the buttons smaller. Then, I dragged a language menu to the middle of the header. After it, I diminished the headline and dragged it to the top of the page. Next, I took care of the logotype: made it smaller and dragged to the right upper side. I changed the front of Contact Hours, Contact Details and Reservations and Catering, moved them up and place right beneath the picture of the restaurant. I also changed a bit the Facebook icon and moved it to the left of the footer.

As for the next page called About, I did the same manipulations with the buttons, deleted some unneeded empty space between paragraphs and made the front smaller. I also used the function “hide elements”: I hid the following information: Contact Hours, Contact Details and Reservations and Catering. I decided not to show it, because it looked “too much” and, anyway, it was mentioned on the Home page of the website.

When modifying the page *Menu*, I had some problems with arranging the photos of the dishes and their description. It took me a while to understand how to organize the images so that they would fit and look well. Nonetheless, the difficulty was overcome. Therefore, this page looks well organized on mobile devices. The users can find there Makuja’s sushi gallery with a description under each photo.

Then, I turned to the page *Reservations*. I did the same changes to the title and the logo, as on the previous pages. Then, I diminished the front, dragged the reservation form to the center and placed the Google map with Makuja’s location right under the reservation form.

When the English mobile version of the website was ready, I started working on the Finnish version. The process was the same as with the English version. Finally, when I was ready with the Finnish version, I previewed the mobile version and made some minor changes. Then, I previewed it again, saved the changes and published the website. After it, I checked how Makuja’s website looked on my mobile device. I found some small defects and, therefore, edited the mobile version again, until it looked structured on my phone.

Overall, the process of editing the mobile version of the website was finished. Now, website could be viewed both on a big screen and on a small one. I consider it a big advantage for Makuja, because it allows customers to visit the restaurants website from their mobile phones.

Now, it displays and loads on a small screen correctly, so users can have a good online experience.

3.5 Updating a Facebook page for Makuja

The managers of Makuja created a Facebook page for the restaurant in July 27, 2015. It included the logo, photo and contact information. Nonetheless, since the owners were very busy working in the restaurant and did not have enough time for marketing, the page remained practically not active until February 22. In other words, by that time, it had had just three posts since it was published.

Active posting started on February 22. By that date, I wrote a list of 90 posts for Facebook and provided it to Makuja, and the managers of the restaurant took care of the visual materials (photos). The list of posts is attached to the thesis (Appendix 2). Overall, by May 1, Makuja's page got 67 "likes", 82 people tagged that they had been there and 13 customers left positive reviews (4 stars out of 5).

When creating the posts, I tried to keep them short, because many Facebook users are overloaded with newsfeed and would not read a long post. Besides, I tried to provide information about the restaurant, special offers and dishes, as well as give a link to the website.

Further development of social media communications would include useful and entertaining videos and blog posts.

3.6 Adding Makuja to applications and social media websites

After the thorough desktop research, the I found eight applications and social media websites, which could be beneficial for the restaurant. This list included Wolt app, Table online website, Eat.fi website, Foodora, Foursquare app, Yelp app, Syö Helsinki website and ResQ app. Their description, prices, contact information and instructions how to join app or a website are provided below and were, as well, forwarded to Makuja's managers for consideration.

- Wolt app:

According to Wolt website, 300 restaurants have joined the app. It works well for the customer. It is user-friendly, fast and affordable. Client can see the menu on the smartphone,

build an order and send it to restaurant. Then kitchen staff informs the customer when the order is ready. Next, a Wolt courier comes to the restaurant to take this order and delivers it to the customer.

The app is also easy to use for a restaurant. The employees see the orders on a tablet. The orders are always paid for. As for the expenses, there are no setup or monthly fees for the business. However, Wolt takes 6,95% for takeaway orders. The contact information of the app is the following: tel. +358447097779 and website <https://woltapp.com>.

- Table Online website:

TableOnline.fi is part of city.fi and eat.fi, which makes it the biggest restaurant marketing channel in Finland and in Estonia. Approximately 230 restaurants have joined the website. The main product of TableOnline is GuestOnline reservation management system, which has everything what restaurant might need to manage clients and bookings. As for Helsinki area, 84 restaurants are in TableOnline, and 10 restaurants will join the website in a couple of months.

Kimi Rantala, Sales Director Table Online, provided the following price list for their service:

- 149€ is joining fee, training and spot from their next newsletter;
- 2€ per diner for dinner reservations from TableOnline website;
- Monthly fee depends on how the restaurant wants to use the system. The pricing range is 10-199€ per month;
- There are booking fees from restaurant homepage & Facebook;
- Phone bookings do not cost anything (restaurant adds their own booking to the system manually);
- Customer service is completely free and always available.

- Eat.fi website:

Eat.fi is one of the biggest platforms where customers can leave reviews about their experiences in the restaurants. I have claimed the restaurant on the website, uploaded photos and filled in the information about the restaurant: working hours, type of cuisine, location, prices and others.

- Foodora:

Makuja has already joined the app. The contact information of the app is the following: e-mail info@foodora.fi and tel. +358 40 044 8120.

- Foursquare app:

The Foursquare app helps customers to discover new places, with recommendations from consumers. It allows people to find a better experience all over the world. Each month, approximately 50 million people use Foursquare. They can access the app with a computer or a phone. In this app, the users cannot only find a place to go, but also spread a word about their favorite spots.

The restaurant Makuja can be found in Foursquare database. The customers have already listed the business. However, the restaurant should claim itself in Foursquare in order to take control of its own listing. Moreover, the information has to be edited. The profile does not have pictures, information about category, open hours, contact info and links to social media or a website.

In the app, customers are having conversation about a restaurant or a business. They upload photos from those spots and leave some tips for others. Business owners have possibility to listen to what their consumers are saying and join the conversation. The link to claim the restaurant Makuja on Foursquare is the following: <http://business.foursquare.com/overview>.

- Yelp app:

The app Yelp was founded in 2004 to help people find local businesses.

It had approximately 86 million visitors a month in Q4 2015. Yelpers have left around 95 million reviews by the end of Q4 2015. Besides writing reviews, consumers can use Yelp to find events and to talk with other Yelpers.

Business owners or managers can setup a free account to post photos and send messages to their customers. Yelp makes money by selling ads to local businesses.

The app uses automated software which recommends the most helpful and reliable reviews to Yelpers. Customers can access Yelp via iPhone, Android and other devices. To claim a business on Yelp, a manager has to go to the following link <http://www.yelp.com/helsinki> and then click “Claim your business page”.

- Syö Helsinki website:

Syö Helsinki is a food festival which restaurants that participate in this campaign offer meals for only 10 euros. These offers are valid every day during the festival. People can see the restaurants in the internet page of Syö Helsinki or on Facebook page. Usually the restaurants offer only one or two dishes from the menu for 10 euros.

The Facebook page of Syö Helsinki is quite popular and by February 14, 2016, it has got 8,691 likes. The link to the Facebook page of the festival is the following:

https://www.facebook.com/SYO10/timeline?ref=page_internal. The link to the website of the campaign: <http://www.city.fi/syo>.

Kim Koistinen, the Sales Manager of Syö Helsinki campaign, informed me that the basic idea in Syö Helsinki is that they take care of the whole marketing during the campaign. They promote Syö Helsinki on the websites (for instance, on [city.fi](http://www.city.fi) and [eat.fi](http://www.eat.fi)) and on social networks (they have several groups in Facebook). Besides, they have banner marketing and, above all, they put “10€” stickers on restaurant windows.

The next campaign will take place from May 13 until May 26. Thus, it will last during 14 days. Usually, the restaurants that participate in the campaign, offer three dishes for 10€, which should be served not during lunchtime. As for the previous campaign, it included 50 restaurants and the most successful of them sold approximately 10 000 Syö portions.

Turning to the price, the package costs 990€ without VAT. Hence VAT is 24%, the final price for the campaign would constitute around 1228€. In case Makuja is interested to participate in Syö Helsinki campaign, I provide the contact details of the Sales Manager Tim Koistinen: tel. 044 581 9001 and e-mail kim.koistinen@city.fi.

- ResQ app:

ResQ helps restaurants to rescue good food from going to waste. The app users get notifications straight from their local restaurants, coffee places and bakeries. Customers choose meals, buy them in the app and pick them up. They get quality dishes for affordable price.

With the help of this app, restaurants can reduce their food waste, make extra profit and

expand their customer base. The ResQ service allows restaurants to sell their fresh food left over dishes as take-away meals to new customers for affordable price.

According to Tuure Parkkinen, CEO and Founder of ResQ Club, their launch 2,5 weeks back was a success beyond their expectations. Now, they have more than 4000 registered users, and almost all announced offers are sold, most within 30 minutes of announcing them.

Some of their partner are making more than 1500 € in direct additional profits per month via the service - in addition to receiving tons of free publicity (simply by being on the map in this app, and through push notifications that remind users of daily or weekly of the restaurants existence and their lunch offering).

They currently have around 15 active providers (restaurants) on the service, and new ones are joining practically every day. The earlier a restaurant joins,, the more free visibility it gets among their user base.

Here's some press coverage of their service, which includes one article from Helsingin Sanomat which got 369 likes in facebook and 30 comments on the page, post on city.fi website with 170 shares, video report from arena.yle.fi that got 669 views during the period between January 29 till February 16) and some other sources:

<http://nyt.fi/a1453960657062> ;

<http://www.city.fi/ilmiot/resq+on+palvelu+joka+taistelee+ruokahavikkia+vastaan/9416> ;

<http://arcticstartup.com/article/resq-helps-restaurants-to-decrease-food-waste-through-a-distribution-app> ;

<http://arena.yle.fi/1-3281230> ;

<http://www.hs.fi/kaupunki/a1454383037975> .

Here is the link to their introduction video, which got 873 views, 27 “likes” and no “dislikes” during the period between January 28 and February 16:

<https://www.youtube.com/watch?v=114OMHHP9zI>.

Joining or being listed on the service does not cost anything. They only take a small share of realized sales through the service. Using the restaurant's own take away packaging, you will receive 75 % of generated revenues.

Therefore, there are no setup or registration fees and no monthly fees. Besides, they cover the payment transaction costs. Practically, the only marginal cost of using the service is the take away packaging, which is covered many times over by the extra sales revenues generated.

If Makuja would like to get reference comments from similar restaurants, Tuure Parkkinen suggested me to ask, for example, Guangzhou from Luckiefun's Restaurant, Mali from Basilika, or employees or managers at Ryan Thai.

- Trip Advisor:

Makuja's manager was interested in Trip Advisor website and asked my opinion about it. I have made desktop research and found out that the presence in this network would be very beneficial for the company.

As a result, Makuja has joined the following apps and websites: Wolt, Eat.fi, Foodora, Foursquare, Yelp, TripAdvisor. Besides, Makuja wanted to participate in the next campaign Syö Helsinki and said that it would contact the Sales Manager, Tim Koistinen. ResQ app was rejected because of some safety issues – the managers of the restaurant considered that left over sushi is not healthy and could harm customers.

3.7 Creating and writing a blog for Makuja

I have suggested Makuja to start writing a blog. First, the manager had some doubts about it, because she is very busy: she works at Makuja, studies for PhD and, besides, has children. Therefore, she worried that she will not have enough time to update the content when my thesis project is over. Nonetheless, we have decided to start a blog, because it allows creating more useful, valuable and interesting content, which could draw more followers.

I started to plan the blog posts. One of the main rules of digital marketing says that the content should be useful and entertaining. Thus, I had to come up with some interesting ideas. I implemented my knowledge gained during the studies and working on the theoretical part of the thesis project. Particularly useful were Lasse Rouhianen's marketing courses, which helped me a lot in writing the content. Lasse Rouhiainen suggested in one of his tutorials to make as many *How to...* posts as possible. So, I was thinking about what might be interesting for the potential Makuja's customers. In this case, it was especially important to keep in mind our

ideal customer. Our ideal customer is a person who likes Japanese cuisine, has healthy lifestyle and is active in social media. With this in mind, the first idea that I had, was to write an article how to cook Miso soup.

The article is attached to the thesis. As for the content of the post, it is useful for consumers in sense that it tells them in a very simple way how to cook a miso soup. It is easy to follow, because the text is well structured: it has an introduction, main part and conclusion. The language used in the article is speaking English (not an academic language), so it is understandable and clear for readers. The article is a bit longer than half a page. It starts with a rhetorical question, which is supposed to engage a reader, and finishes with a question in order to motivate readers to leave comments. The picture of Makuja's miso soup that looks appetizing and intends to tease a reader accompanies the text.

After creating the content for this post, I had to come up with a title. For this, I have used the formulas of effective titles, mentioned in the theoretical part. Finally, I have decided on the following one: *How to Cook Miso Soup in 20 Minutes?* It was considered as the most suitable one, because it starts with the words *How to...* and has a number (20). Both of these two components were mentioned in the theoretical part as examples of successful and effective headlines.

The second post I wrote was about how to choose a soy sauce. I decided to cover this topic, because people, who are interested in healthy lifestyle, always try to eat products without additives. However, it might be difficult for them to determine which soy sauce is good and which one is not the best option, especially considering that now, market is full of natural and artificial soy sauces. Therefore, it is very important to educate consumers what to pay attention to when choosing a soy sauce. The article lists some dangerous components, which should be avoided. The post is accompanied with the picture of Makuja's soy sauce that represents a good example of a real and healthy product.

After writing the post, I had to come up with some powerful title. Again, I tried different formulas and finally stopped at the following headline: *Never Eat a Fake Soy Sauce Again*. I have decided on this one, because it is negative, as it contains the word "never", and it prevents customers from making mistake. Both these elements were presented in the theoretical part as components of an effective headline.

The next post named *No-Sugar Energy-Bomb Milkshake* is not about sushi, but it is about healthy lifestyle. As it was mentioned above, a marketer should always keep in mind an ideal customer. In our case, the ideal customer is interested in safe food and, of course, not only eats, but also drinks. The article gives a recipe of a healthy milkshake. It is accompanied with the photo of a milkshake served at Makuja. The title for the article was chosen according to formula *interesting adjective+noun*. In the created headline, there are two interesting adjectives: *No-Sugar* and *Energy-Bomb*, which draw readers' attention and give an idea that the post suggests a recipe of a healthy and energizing drink.

The next article-tutorial was about how to cook rice for sushi. In this post, I tried to underline the fact that rice for sushi should be different from rice cooked for other purposes. The post also educates consumers about the right ingredients and cooking process. Two photos accompanied the article: one picture is placed in the beginning of the article and illustrates a sticky rice, which looks almost like a rice porridge, and the second one shows a perfect rice for sushi served at Makuja. The article was titled *This is Not a Perfect Rice for Sushi in the Picture (But It Could've Been)*. The title prevents customers from making mistakes.

The last post I have written so far was about fugu fish. It does not give a tutorial; instead, it tells readers about Japanese habit of eating deadly poisonous and dangerous fish. I wrote this text, because it tells readers about the unusual fact from Japanese eating culture. The post is accompanied with the picture, which says: *We don't serve a murderous fugu in Makuja restaurant, but we do serve an innocent salmon. Mmmm, look at this picture: tasty and heavenly Finnish delicacy*. The aim of these two sentences is to tease readers and invite them to have a safe dinner at Makuja.

The posts were sent by e-mail to Makuja's manager. The manager checked the posts, made some minor changes, mostly with recipes and gave me "green light" to create a blog and start publishing the articles. Then, I created an account on wordpress.com, chose a design for the blog and uploaded the first post.

All the articles are attached to the thesis (Appendix 3).

3.8 Writing scenarios for video tutorials for Makuja

I have suggested Makuja's managers to make video tutorials for the followers. This kind of content would be useful and valuable for the consumers. As the theoretical part states,

nowadays consumers do not want just to be marketed at, they want to see some valuable content. Makuja's managers accepted the idea of video tutorials. Thus, I started working on scenarios for the video tutorials.

The first idea I came with, was *How to cook rice for sushi?* I have decided to start with this one, because it could be the base for many other tutorials: cooking sushi always starts with cooking rice. Therefore, instead of repeating the rice cooking instructions in every video, it makes more sense to have it as a separate tutorial and in all the following sushi tutorial remind the viewers that they can check rice tutorial by clicking the link below the video.

The second tutorial, which I suggested to film, was *How to Make California Rolls?* It tells the viewers how to cook the dish and gives some recommendations about ingredients. The tutorial aims to educate the audience in a simple and friendly way. It is short and clear.

The other topics that I have suggested to Makuja for video tutorials are *How to eat sushi correctly?* and *How to cook salmon nigari?* Overall, these kind of video tutorials might represent a true value for the potential customers and, besides, create awareness of the restaurant. The full text of video scenarios is attached to the thesis (Appendix 4).

The manager of the restaurant liked the idea to film tutorials and approved the texts. However, the manager had a lot of work and did not have time to act in videos. Therefore, the restaurant will have to create and edit tutorials later by themselves, as my thesis project period will expire soon.

Nonetheless, I decided to create the company's presentation video that might be done without active participation of the restaurant's management. The idea was to create a slide show video. Therefore, at first I visited the website animoto.com, which offers a service to create modern and stylish slide show videos. The website allows trying different designs and styles for a presentation video. It is very user-friendly and easy. However, the videos are protected with watermark, unless you pay for it. My plan was only to try different styles and designs on animoto.com, and then create a similar video by free online tools.

Therefore, I uploaded the photos of the restaurant, its logo and wrote short sentences about the restaurant's location, contact information and reservation. I tried several styles and then I

decided on one particular type. Now, my next step was to create an identical video with free tools.

I downloaded and installed on my laptop a video editing program, Sony Vegas Pro 11. Then, I started uploading pictures of the restaurant and dishes. Additionally, I made some slides with a brief text on them. The video starts with Makuja's logo, then the slide with the text comes, which is written in two lines "Sushi restaurant Makuja in the centre of Helsinki", that is followed by the picture of the interior of the restaurant. After it, I made a slide, which emphasizes a central location of Makuja: it says, "We are in Kamppi, Fredrikinkatu 46". This slide is followed by the picture of sushi and then the emphasizes rather low and competitive price "Our sushi buffet is only 12,90". After it, there are two more pictures of delicious and colorful sushi buffet and then the teasing question "Would you like to try it?" Next, couple of photos of the sushi buffet appears and the text, which states the location once again: "Then just visit us in Fredrikinkatu 46". Next, there are two more bright and appetizingly looking pictures of sushi. Then the invitation comes: "You can reserve a table online on www.ravintolamakuja.fi, which is followed by two pictures of sushi and a friendly encouragement: "Welcome to Makuja". The whole video finishes with Makuja's logo.

The video is only 1 minute and 10 seconds long. I have uploaded it to Dropbox and I am currently waiting for the feedback from the manager. I suggested Makuja to upload the video to Youtube and Facebook.

3.9 SEO for Makuja

As it was mentioned in the theoretical part, one of the most important factors, which influence rating on search engine results, is content. Therefore, first I would like to draw attention to the text of blog posts and scenarios of videos, as it is a crucial part of SEO. The detailed description of them can be found in the chapters "Blog posts for Makuja" and "Creating video tutorials for Makuja", and the full text is available in the Appendices 3 and 4. The content is valuable and useful for the ideal customer, as it gives a brief and clear instruction, recipes, advice and entertaining information related to sushi and Asian cuisine. Thus, the content can be characterized as adequate and efficient.

Another key factor for successful rating in search engine is effective titles. The headlines that I created for the posts and videos summarize the main information of the content and were

made according to successful headline formulas, which were mentioned, in the theoretical part. Some of them start with the interrogative word How to..., others contain an element of surprise, negative component (for example, Never it a fake soy sauce again) or a question which addresses readers. Thus, I consider the headlines to be appropriate and sufficient.

Another important aspect of successful SEO is search settings: pages' titles on search engine, their descriptions and, of course, key words. The website was built on wix.com platform that allows completing and modifying these features easily. To complete or change these components, I had to click on each page of Makuja's website in wix.com, then continue to Page settings and click SEO.

I decided on the following titles on search engines for the Home page: Sushi Restaurant Makuja (for English users), and Sushi Ravintola Makuja (for Finnish audience). They name the restaurant and type of cuisine. As for the page description, I fitted it in one sentence, which emphasized the type of cuisine, central location of the restaurant and the available price of buffet.

Next step of SEO was to write the key words for each page. In order to do it, first, I typed the different search words in Google to learn how big the competition is. The results were the following: for the word combination "sushi restaurants" – about 557,000 results, "sushi ravintola Helsinki" – 163,000 results, Google also suggested "sushi ravintola helsinki keskusta" – 25,600 results, "sushi ravintola helsinki kamppi" – 89,300 results, "sushi kamppi buffet" – 666,000 results. It shows that the competition in the industry is quite high and it will be difficult for the restaurant to stand out and get to the first page of the search results: the process will take time and require constant generation of fresh and valuable content. Certainly, I have included the most searched word combinations in pages' SEO.

I have also used the free tool Google Adwords. I typed in a sector (sushi restaurant) and a location/city (Helsinki). The tool showed how many people were searching on Google with these precise word combinations. The highest results stood for the following word combinations (in order from the mostly searched to less searched respectively): "Japanese restaurant", "sushi buffet", "sushi menu" and "sushi Helsinki". Thus, I have included those combinations as well and, besides, I added specific key words for each page, such as "Makuja reservation", "Makuja contact information", "Makuja location" and others.

Although I have done some SEO, it is still on the initial stage and has to be developed further. SEO takes time and requires constant generation of effective and valuable content. If Makuja regularly updates the webpages and creates interesting posts and video tutorials, eventually it will get more followers, reviews, “likes” and “shares”. All these factors would contribute to SEO.

3.10 Writing a memo for Makuja

The main objective of a memo is to remind Makuja’s managers how to maintain online presence. I tried to keep the list short and precise, because the owners of the restaurant are very busy. Thus, these brief guidelines could serve as a quick reminder what to do in order to keep the audience engaged.

Facebook:

- Constantly update the information on Facebook page.
- If there are any new menu items, special offers or discounts, introduce them to customers.
- Keep the content fresh and up-to-date. For example, if New Year is coming soon, invite people to reserve a table and eat at Makuja before they hit a dance floor.
- Make post at least three times per week.
- If you want the post to reach bigger audience, click “boost”.

Website:

- Constantly update the information.
- Add additional photos to the menu page when possible.

Video marketing:

- Share recipes in video tutorials and blog.
- When making video tutorials, try to look friendly and positive. Imagine that the video tutorial is meant for your friends. Besides, try to keep it clear, short and simple.
- Film a short and entertaining story-telling video about the restaurant.
- Write effective headlines for your video tutorials.

Blog:

- Write interesting and entertaining posts. They can increase traffic and gain bigger audience.
- The topics for the blog might be the following: recipes, answers to common question (How to...), recommendations (The Best Way to Cook...), stories (How Our Customer Helped Us to Create a New Menu Item), trends and helpful hints.

SEO:

- SEO can be bought or earned. In the second case, it takes time and effort. Remember that the more shares, comments, likes and positive reviews you get, the higher is the chance to get to the first page of the search results. Remember that “content is a king” and it matters the most for SEO.

Overall, the memo summarizes the most important issues, which should be kept in mind when doing online marketing.

4 Conclusion

This chapter summarizes the key outcomes of the project, which include the evaluation of the actually created online presence that was meant as one of the main goals of the project and represents a true value for the company.

4.1 Review of the work's primary objectives and purpose

The thesis project was set out in order to create and partly implement a B2C digital marketing plan for the sushi restaurant Makuja. The objectives of the theoretical part included research of the online marketing opportunities for the company and identifying what steps should be done in order to maintain effective digital presence. As for the empirical part of the project, it involved the following tasks: setting up platforms, establishing content, developing SEO and creating a brief memo for the company.

4.2 Key outcomes

By the time when the project started, the company had not been present online in any way; therefore, I had a great opportunity to build digital presence from scratch.

The first outcome of the implementation process included a bilingual mobile-friendly website and content for it. I created the website using a free website builder platform. Currently, it operates under the domain name www.ravintolamakuja.fi and is available in two languages: Finnish and English. The website has four pages: Home page, About, Menu and Reservations. One of the biggest benefits of the website for the company is that it gives opportunity for customers to reserve a table online. Besides, they are able to check menu, working hours, location and contact information. Now, the restaurant constantly gets orders through the online reservation system built on the website.

The next outcome of the implementation process was presence in the applications and on social media websites, which might be beneficial for Makuja. As a result, the restaurant was claimed on a number of social sites, such as www.eat.fi, www.tripadvisor.fi, www.foursquare.fi, www.yelp.fi and others. The managers of the restaurant were also interested in Syö Helsinki campaign and might participate in it in the future. Makuja rejected some of the applications and social media websites, because they either do not suit the

concept of the restaurant or do not seem to be beneficial for the business at this particular stage.

Turning to the next outcome, it included posts for Makuja's Facebook page, articles for a future blog, as well as scenarios for video tutorials. The manager of the restaurant has created a Facebook page by herself, and I contributed by writing 90 posts for it with recommendations what kind of photo to use for each post. The Facebook page of the restaurant is constantly updated and, during the project, it has gained some likes, tags and reviews.

I have also created a platform for the blog, written several articles for it and scenarios for video tutorials. Besides, I have made a presentation slide-show video for Makuja, which I have recently sent to the manager.

4.3 Recommendations and suggestions for further development of the online presence

Recommendations and suggestions for Makuja are presented in a brief memo, which I tried to keep as precise and brief as possible, because the managers of the restaurant are extremely busy. The memo aims to help Makuja to maintain the digital presence, gives advice on how to create content and write headlines for posts. The full text of the memo is presented in the chapter 3.10.

In essence, I would advise Makuja to constantly update the content, keep it fresh, valuable and entertaining. I also highly recommend creating a video presentation of the restaurant, culinary video tutorials and writing interesting blog posts. Very few of the competitors are creating this kind of valuable content. Thus, it would allow Makuja to stand out and gain more followers and fans.

4.4 Project assessment

All the objectives stated in the beginning of the thesis were reached. As for the collaboration with the commissioning company, I consider it beneficial both for me and for Makuja. I have improved my digital marketing skills, exercised in building a website, writing posts, articles and scenarios, as well as creating videos. I had a great opportunity to explore the topic and learn a

lot of valuable information. As for the restaurant Makuja, it got a starting point for digital marketing. Nonetheless, there is a lot of room for further improvement and development. Overall, the case company was satisfied with the results and kindly provided me their assessment of the project, which I have attached to the thesis (Appendix 5).

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Appendices

Appendix 1. Interview with Makuja's managers needed for website building

QUESTIONS	ANSWERS
1. When did you open the restaurant?	We started from 01.06.2015.
2. Does the name of the restaurant "Makuja" mean anything in Japanese?	It means the taste in Finnish (makuja), Japanese (味) and Chinese (味).
3. How did you come to the idea to open the restaurant Makuja?	When I learnt how to cook and run a restaurant previously, there was a customer who was a Finnish artist saying "hyvä maku". Therefore, I was thinking that the name of my future restaurant could be something like "makuja".
4. Who runs the restaurant? Could you mention your names, where you come from and your professions?	I run the restaurant mainly, and my husband helps me if he has time. My name is Yaqiong Cui from China. I am a Ph.D. student from Helsinki University.
5. What is the main concept of Makuja Restaurant? (Is	We are offering fresh, healthy and tasted food in our restaurant. The concept is as follows: 1. We offer organic food every day, not all but some. Such as organic milk, organic egg, organic natural tofu, organic salmon,

<p>the main idea to serve healthy and natural food?)</p>	<p>some organic vegetables, organic blueberry sauce and organic lingonberry sauce. (It is not practical to apply organic food to the entire foodstuff.)</p> <p>2. We offer as much local food as possible. Such as local organic egg, local vegetables.</p> <p>3. There are many vegetable options for those customers such as vegetarians. In addition, almost all the sushi is gluten-free for those customers who are allergic to gluten.</p> <p>4. We do not use monosodium glutamate (MSG) when cooking.</p>
<p>6. Why do you think that it is healthy? What food ingredients do you use and what ingredients do you avoid using?</p>	<p>Sushi itself is well accepted as a healthy diet, because it uses fresh fish, meat and vegetables and contains a lot of protein and vitamins, low oil, low fat and low Calories. Miso soup is mainly made from miso, which was fermented by soybeans for 3 months to 3 years, that produces an enzyme-rich food. The binding agent zybicolin in miso is effective in detoxifying and eliminating elements that are taken into the body through industrial pollution, radioactivity and artificial chemicals in the soil and food system.</p> <p>The 10 scientifically researched benefits of miso:</p> <ol style="list-style-type: none"> 1. Contains all essential amino acids, making it a complete protein. 2. Stimulates the secretion of digestive fluids in the stomach. 3. Restores beneficial probiotics to the intestines. 4. Aids in the digestion and assimilation of other foods in the intestines. 5. Is a good vegetable-quality source of B vitamins (especially B12). 6. Strengthens the quality of blood and lymph fluid. 7. Reduces risk for breast, prostate, lung and colon cancers. 8. Protects against radiation due to dipicolonic acid, an alkaloid that chelates heavy metals and discharges them from the body. 9. Strengthens the immune system and helps to lower LDL cholesterol.

	<p>10. Is high in antioxidants that protect against free radicals.</p> <p>We use salmon, eel, crab, shrimp, octopus, roe, beef, chicken, pork, egg, black tofu, natural tofu, avocado, vegetables, fruits (such as mango, lemon, watermelon, apple, orange, grape etc.), sauce (such as organic blueberry sauce, organic lingonberry sauce, chili sauce, teriyaki sauce, mayonnaise etc.) peanuts, nuts, raise, cheese, olive, vinegar, salt, sugar, soya sauce, potato starch, wheat flour (for fried parts), rice, noodles, some flavorings and so on.</p> <p>We do not use MSG when cooking.</p>
7. Are all the ingredients fresh?	<p>We use fresh fish (frozen under -18 degree for sterilization), meat, vegetables and fruits. We also use some dried food or fermented food, such as seaweed, kelp, peanuts, nuts, raise, vermicelli, sauce, cheese, olive, miso and so on.</p>

Appendix 2. Facebook posts for Makuja's page

Posts from Monday to Thursday:

1. Hungry? Come in for our lunch buffet and get all-you-can-eat sushi for 12.90€.

#RavintolaMakuja ; #SushiBuffet

(Photo of your sushi buffet)

2. Hard workers, you deserve a tasty break! Join us for a lunch sushi buffet from 11.00 till 16.00.

#RavintolaMakuja ; #SushiBuffet

(Photo of your sushi buffet)

3. Irresistibly delicious!

(Photo of colorful and delicious set)

4. When you start a day with making sushi.

(Photo of beautiful sushi set, might be even taken by phone. for this post, it should be seen that it's taken by chef, not by a professional photographer).

5. This table is inviting you ...

(Photo of the table with sushi dishes on it)

6. Sushi lovers, maybe you're thirsty for a sushi set?

- (Photo of sushi set)
7. Healthy and organic food forever.
- (Photo of fresh salad)
8. Lunch time!
- (Photo of very tasty lunch buffet)
9. California maki with our Chef Ya.
- (photo of Ya making California maki)
10. Are you ready for a lunch?
- (photo of lunch dish)
11. Keep it healthy.
- (photo of salad)
12. Magnetic sushi!
- (photo of attractive sushi)
13. Monday delightfulness.
- (photo of sushi set)
14. Monday – healthy day?
- (photo of smoothie and sushi)
15. Appealing nigiri.
- (photo of nigari)
16. Who's gonna eat with chopsticks this week?
- (photo of a person eating with chopsticks in Makuja)
17. Sushi obsession hotline: +358 440570015
- (photo of lot's of sushi)
18. Lunch plans?
- (photo of buffet)
19. Fresh, local, organic.
- (photo of fresh ingredients for sushi)
20. Welcome to our sushi paradise!
- (photo of lot's of sushi)
21. Spice up your day with wasabi!
- (photo of sushi with wasabi)
22. We know there is a hunger inside you.
- (photo of noodle set)
23. Chef Ya's delicious creations. Look for them in our menu.

- <http://www.ravintolamakuja.fi/#!gallery/c10g7>
- (photo of Ya making sushi)
 - 24. Make this Monday a yummy one. Come to Makuja for lunch!
- Send a text message for reservation: +358 440570015.
- (photo of lunch dishes)
 - 25. All this appetizing sushi for 12.90€ from Mon-Fri, 11.00-16.00.
- (link to the menu)
- (Photo of sushi sets)
 - 26. Feel hungry?
- (photo of sushi food on the table)
 - 27. Fuel your body with our organic and healthy smoothie.
- (Photo of your organic smoothie)
 - 28. Noodles with chicken or Rice with salmon...the choice is up to you.
- (photo of these two dishes)
 - 29. Eternally organic.
- (Photo of rice set)
 - 30. Stop in for a healthy meal.
- (Photo of miso soup)
 - 31. Heavenly lunch! Organic miso soup and sushi.
- (Photo of miso soup and sushi set)
 - 32. We're open until 20.00. Come in for a healthy snack.
- (Photo of salad)
 - 33. We serve only organic and mouthwatering food. Share the love for healthy lifestyle.
- (Photo of a dish with vegetables)
 - 34. Choose a healthy diet.
- (Photo of miso soup)
 - 35. Did you know that all of our dishes are gluten-free and monosodium glutamate-free?
Eat healthy at Makuja.
- 36. Have you tried grilled salmon nigari at Makuja yet? They are extremely delicious!
- 37. Organic milk, eggs, salmon, tofu, blueberry and lingonberry sauces, local vegetables such as cucumbers, tomatoes, carrots and cabbage. That's what we use to make food at Makuja!
- 38. Gluten-free and monosodium glutamate-free sushi anyone? Our Chef Ya is making them fresh today. Wanna come and try them at Makuja?

- (Photo of kitchen workers cooking in Makuja’s kitchen)
 - 39. Super delicious and healthy sushi at Makuja.
- (Photo of sushi set)
 - 40. We are open until 20.00 and welcome you to try our organic and healthy dishes!
- (Photo of some set)
 - 41. Our Noodle set with chicken – one of the perfect healthy meals at Makuja!
 - 42. Gluten-free and monosodium glutamate-free meal anyone?
 - 43. One more creation from our Chef Ya – Set A: 3 grilled salmon nigari, 3 avocado nigari, 3 salmon maki, 3 california maki and 2 cucumber maki. All for 10€.
- (Photo of set A)
 - 44. Don't miss our healthy lunch today!
- (Photo of lunch dish)
 - 45. One of our lovely organic drinks.
- (Photo of smoothie)
 - 46. Come to Makuja today and try our healthy and organic lunch. Our restaurant is full of fresh, organic and local food!
- (Photo of fresh ingredients that you use for cooking)
 - 47. Look at it! We are ready to serve you fresh and organic food! Waiting for you to come and try it!
- (photo of fresh ingredients in the kitchen)
 - 48. Want to cut the calories? Try this salad at Makuja!
- (Photo of the salad)
 - 49. Any lunch plans today? Why not join us for a healthy and organic lunch?! Makuja is open today till 20.00.
- (Photo of the restaurant)
 - 50. Our healthy and delicious sushi set! Come and grab it at Makuja.
- (Photo of a sushi set)
 - 51. How about some California maki and salmon nigiri on this lovely afternoon?
- (Photo of the set E)
 - 52. Yummy...a warm bowl of Miso soup is always in our menu!
- (Photo of a miso soup)
 - 53. Happy Monday! Healthy dinner anyone?
- (Photo of a healthy dish)
 - 54. Makuja is open today! Come and fuel your body with some organic food.

- (Photo of any dish at Makuja)
 - 55. Gluten-free and monosodium glutamate-free mouthwatering sushi at Makuja!
- (Photo of a sushi)
 - 56. Salmon nigiri is high in protein and omega-3s, and also delivers a big dose of vitamin D...Get your Salmon nigiri at Makuja!
- (Photo of Salmon nigari)
 - 57. Fruit smoothie for a great fit? Made with organic milk or unsweetened soya milk. Your body will thank you for it!
- (Photo of your fruit smoothie)
 - 58. Try our grilled salmon nigari. They are wonderful!
- (Photo of salmon nigari)
 - 59. It's sushi time!! Makuja's recommendation: Gluten-free and monosodium glutamate-free Rice set with teriyaki beef. We've got the traditional lingonberry sauce too!
- (Photo of Rice set with teriyaki beef)
 - 60. Heavenly Miso Soup. Come and try it!
- (Photo of Miso soup)
 - 61. Good afternoon Helsinki! Our happy team is ready to serve some organic and healthy meals to you!
- (Photo of your smiling team)

Friday posts:

1. Do you have a day off tomorrow?! Celebrate this weekend with sushi! Sushi buffet until 20.00 at the weekend!
 - (Photo of your sushi buffet)
2. The weekend is so near, you can almost taste in your mouth our delicious Noodle set with shrimps.
 - (Photo of a Noodle set with shrimps)
3. Take a seat at Makuja. Weekend time soon!
 - (photo of table in Makuja with non-occupied chairs)
4. Join us on Saturday at Makuja for healthy and organic food!
 - (Photo of food)
5. The weekend is almost here, who wants to get a drink? We're making drinks here at Makuja...Fruit drinks! Full of vitamins anti antioxidant!
 - (Photo of fruit smoothie)

Weekend posts:

1. Happy weekend! We are ready to serve to you our delicious sushi!
 - (photo of smiling cook and waitress)
2. How is your Saturday? Sushi buffet until 20.00.
 - #RavintolaMakuja ; #SushiBuffet
 - (photo of your sushi buffet)
3. (for Saturday post)
 - Wanna eat before you hit the dance floor today?
 - Send us a text message for a reservation: +358 440570015
 - #RavintolaMakuja
4. Perfect lunch for your day off.
 - (photo of table with soup, sushi set and a drink)
5. Go for a date with a sushi plate!
 - (photo of colorful sushi)
6. Weekend buffet, because it's SUNDAY!
 - <http://www.ravintolamakuja.fi/#!gallery/c10g7>
 - (Photo of the buffet)
7. Weekend is for sushi!
 - (Photo of sushi)
8. It's weekend! What it means? Healthy meal! Get your gluten-free and monosodium glutamate-free food at Makuja.
 - (Photo of any dish at Makuja)
9. Have a good Saturday! Makuja loves to serve organic food to happy customers.
 - (Photo of the restaurant with customers)
10. The weekend is here and lunch is waiting for you at Makuja.
 - (Photo of lunch dish)
11. It's Saturday and we're serving our gluten-free sushi buffet until 20.00 at Makuja!
 - (Photo of dishes from buffet)

New dish/drink introducing posts:

1. Enjoy our newest drink,! It tastes as good as it looks... Absolutely delicious.
Try it soon!
2. We have a yummy new on our menu!

(photo of the new drink/dish)

3. Delicious new sushi dishes are in Makuja's menu soon!

(Photo of Chef cooking sushi)

4. We have a new delicious veggie dish!

(Photo of a new dish)

5. It's here! We're so glad to offer you our new dish!

(Photo of a new dish)

6. We're trying our new recipe. It's absolutely gluten-free & monosodium glutamate-free. Come and try it!

(Photo of a new dish)

7. We've got something tasty...Come and check it out at Makuja.

(Photo of a dish)

8. Get a double-whammy health boost with our newest kale chip creations.

Posts for vegetarians:

1. This maki is VEGAN. Yeah!

– (Photo of your vegetarian cucumber and avocado)

2. Lunch this delicious vegan nigari and maki!

– (Photo of vegetarian nigari and maki)

3. The most vegan lunch.

– (Photo of delicious vegetarian dishes)

4. Enjoy your vegan maki.

– (Photo of vegetarian dish)

Appendix 3. Blog posts

How to Cook Miso Soup in 20 Minutes?

D'you like miso soup, but you've never cooked it? Well, then it's right time to try! The good news is that it's absolutely easy and fast to make at home. Miso soup consists of only 5 ingredients and takes around 20 minutes to cook. By the way, it's high in protein and low in calories. So, you might consider it as a part of your menu if you keep to a diet.

Let's move to the recipe. The list of ingredients contains some exotic ones, but you can easily find them in Asian shops. If you live in Helsinki, then you can visit some shops in Hakaniemi. And if you know some other good locations, you can share them in the comments below the post. So, let's get closer to the point:

For two portions, you will need:

- around half a cup of chopped green chard
- around half a cup of chopped green onion
- approx. 1/4 cup tofu, cut in cubes
- 3 table spoons of white miso paste (you can find it in Asian shops)
- 1 sheet of nori (dried seaweed), which should be cut into big rectangles

How to cook:

- Pour around 4 cups of water into a saucepan and boil it. Then reduce the heat, so that it doesn't boil too strongly.
- Add nori and simmer on a low heat for around 7 minutes.
- Meanwhile, take 3 table spoons of miso, put it in a pot and whisk it until it's smooth. Then add it to the soup and stir.
- Now add tofu, green onion and chard, and simmer for around 5 minute. Taste the soup. You can add salt or more miso if you want.

We wanna tease you a bit with this pic of miso soup cooked by the Chef of Makuja restaurant. Don't get upset if yours doesn't look that good. Or does it? Leave a pic in the comments if you think you bet us ;-)

Never Eat a Fake Soy Sauce Again

Can you imagine that some soy sauces do not contain even a drop of soy? They are made of the cheapest ingredients, which are harmful for your health. These "fake" soy sauces usually include some of the following components:

- Hydrolyzed vegetable protein (instead of soybeans)
- Corn syrup
- Chemical "flavor enhancers"
- Artificial coloring

These ingredients can cause obesity, tooth decay, cancer and other undesirable diseases. They also mean that the soy sauce has a poor-quality and is industrially processed.

Stay away from the soy sauce, which contains additives.

Instead, choose a soy sauce, which is organic or traditionally made, without artificial flavors and colors. Check the labels and read the list of ingredients. There should be no harmful components. You can find additive-free soy sauces in normal supermarkets, Asian shops and organic stores.

Are you scared enough to stay away from the “fake” soy sauces?

On the pic is the label of soy sauce that we serve in our Makuja restaurant. This is a good example of “real” soy sauce.

No-Sugar Energy-Bomb Milkshake

D’you ever feel that you need a recharge? Dude, when you are in this mood again, try this Energy-Bombastic Milkshake recipe! It has plenty of caffeine, energy, vitamins and protein. And what’s important – no sugar!

Now, let’s turn to the recipe. We give it for two portions, in case you wanna activate your partner as well. So, you will need:

- 3/4 cup of “Voima maito” milk drink by Valio. You can use any other normal milk, but it will have less protein then.
- 1/4 cup of strong espresso
- 1/2 banana
- 2 table spoons of unsweetened cacao

Just mix all the ingredients in a milkshake machine. And Voilà! Your bomba-cocktail’s ready.

Now, drink it while it's fresh.

D’you feel activated?

On the pic is organic berry smoothie that we serve in Makuja. It’s also extremely delicious and recharging 😊

This is Not a Perfect Rice for Sushi in the Picture (But It Could’ve Been)

(Picture of a very sticky rice)

D'you know how to choose and cook rice for sushi? If no, than read bellow Sushi Rice Lesson from Makuja with love!

There are only two ingredients:

1. Rice
 2. Rice vinegar. You can get it in one of Asian shops. And it's very important to use exactly rice vinegar. If you try any other kind of vinegar, it will taste very bad, we know.
-
1. Take three cups of rice and wash it until the water is clean.
 2. Then place the rice in a saucepan and add around 360 ml water. Don't put too much water, cause you risk to end up with a porridge instead of sushi rice.
 3. Heat it until it starts boiling, then simmer it on a low heat for around 15-20 minutes. Stir the rice from time to time, so that it doesn't get burned. When there is no water in the pot, the rice is ready. Remove it from the stove and leave to steam for another 15 minutes.
 4. Now, it's time to turn normal rice to sushi rice! It's better to use wooden pot for this trick. So, if you have a wooden pot, then place the rice there and add rice vinegar. The ratio is: for 3 cups of rice you should use around 80 ml of rice vinegar (less than half a cup). Though if you are not sure that you will like the seasoning, than first use only 40 ml of vinegar and taste the rice. After, mix the rice and cool it down. The sushi rice is ready!

How did you manage?

In the picture it's a rice cooked by Makuja's Chef and waiting to be crafted in a sushi roll 😊

Deadly Poisonous Fugu fish:

Fugu fish is considered to be a delicacy in Japan. The unusual thing about it is that this fish is so poisonous that even the smallest Chef's mistake can be fatal for a customer.

Fugu has a poison called tetrodotoxin, which is very fast and murderous. If you eat it, it causes numbness around the mouse, then paralysis and death. Not a pleasant way to go, right?

Therefore, the preparation process of fugu is very careful: Chefs remove skin and all poisonous organs, place them in a locked drum and transfer the cutoffs to the fish-market where they will be burned. Sounds scary, doesn't it?

But really there is not so much to be afraid of. All Chefs who cook fugu have to train for years and pass exams. So, the guys should know what they are doing.

Japanese are not scared to eat fugu. And what about you? Would you dice with death and try fugu in Japan?

We don't serve a murderous fugu in Makuja restaurant, but we do serve an innocent salmon. Mmmm, look at this picture: tasty and heavenly Finnish delicacy.

Appendix 4. Scenarios for video tutorials

Tutorial #1

How to Cook Rice for Sushi?

Hi! I'm Ya, Chef of Makuja restaurant in Helsinki, and now I'm gonna teach you how to cook perfect rice for sushi.

So, you will need rice and rice vinegar. We use this kind of rice for sushi. (Show it). And as for rice vinegar, it's very important to use exactly rice vinegar. If you try any other kind of vinegar, it will taste bad. You can find rice vinegar in an Asian shop.

Let's start cooking. I take 3 cups of rice, put it in a sauce pan, and wash it. I wash it several times, until the water is clean. Now it's clean (show closely).

Now I add around 360 ml of water. Then we put it on the on a high heat, until it start boiling. It started boiling. I lower the heat and am stirring the rice, so that it doesn't get burned. It has to simmer for around 15-20 minutes.

The rice looks ready. I turn off the stove and remove it. I take around 80 ml of rice vinegar, pour it into the rice and stir it well. Cool it down. And that's it – the rice for sushi is ready.

In our next tutorial we will teach you how to make sushi rolls.

Tutorial #2

How to Make California Rolls?

Hi, I'm Ya, Chef of Makuja restaurant in Helsinki, and in this tutorial I will show you how to make delicious California rolls.

You will need around 3 cups of rice, 80 ml of rice vinegar. Then: nori, 1 avocado, 300 gr crabmeat and 1 cucumber. For seasoning: sesame seeds, wasabi and soy sauce.

You will also need a bamboo mat and a plastic wrap.

This rice is ready for sushi. Please, check our first tutorial how to cook sushi rice. The link is under the video.

First, we peel avocado and slice it into pieces. Then we cut cucumber. Next, cut crabmeat or crabsticks.

Now, take a bamboo mat. Cover it with a plastic wrap. Cut nori sheet in half.

Prepare a pot with a warm water and keep it near.

Wet your fingers with water and spread about half a cup of the rice onto the nori. Sprinkle the rice with sesame seeds.

Turn the sheet of nori over so that the rice side is down. Place cucumber, avocado and crab sticks or meat in the centre of the sheet. Roll nori, using the mat. Then, take away the mat.

Cut roll into 6 pieces. Serve with wasabi and soy sauce. Repeat as many times as you want.

Serve California rolls with wasabi and soy sauce. Bon appetite!

In our next tutorial we will show you how to eat sushi correctly.

Appendix 5. Company's feedback

The feedback was sent to me by e-mail, and I present its direct quotation below:

Feedback for Veronika's contribution

She helped me to build up the website including mobile version, register for eat.fi, foursquare, TripAdvisor, and make posts for Facebook and blog and so on. She worked hard on our project, e.g. she edited the contents for website, she wrote 90 posts for Facebook, and she wrote several articles for blog. Especially for the website, it took her a lot of energy. She asked many questions about our restaurant, then she organized the contents and asked my feedback. And she translated the contents into Finnish so that the website is in English and Finnish as well. She also gave me lots of suggestions to promote our restaurant, e.g. making some video of making sushi.

There was a positive effect after her help. We got online reservations and more feedback on Facebook, and our business was getting better and better.

We appreciate her effort and kindness. Hopefully she can get her degree successfully.

Yaqiong Cui

Ravintola Makuja

Fredrikinkatu 46, 00100, Helsinki

0440570015