

Digital Marketing Plan for Lounasravintola Mango

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Abstract



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<p>Lounasravintola Mango is a lunch restaurant serving a delicious mixture of Finnish- and Asian-styled cuisine. As a company, it includes both a restaurant and a café side. The restaurant was opened in the summer of 2017, so at the publishing time of this thesis, it is still quite new. Their digital marketing side of business is only in the making.</p> <p>The restaurant is located near to the Siilitie underground station in Helsinki, in a district with a lot of competing lunch restaurants. This factor especially makes a digital marketing plan essential. Even with a good product, standing out from a large crowd of competitors is a struggle.</p> <p>This is why the author decided to create a digital marketing plan for Lounasravintola Mango. The plan consists of guidelines, tools, analyzations and opinions on how to manage the restaurant's social media and internet traffic. The product-based thesis as a whole consists of: an introduction, a theoretical framework, the planning, the process, the results, general discussion and three appendices (the digital marketing plan, a summary of the digital marketing plan and a quantitative survey form).</p> <p>A prototype of a website was also created as a part of this thesis process. As the time this thesis was being made, the restaurant's only digital marketing channel was Facebook. The website prototype was designed to be used as a base with all the essential information Lounasravintola Mango's real website is supposed to have. The plan was that Lounasravintola Mango could use this base as a tool in creating the real website, or that they could use the prototype as their official website if they wished to.</p> <p>The author used principally quantitative research methods and created a structured survey in printed paper form. The survey's purpose was to get information on whether the website had everything that the customers might require. During a two-week period, 15 customers answered questions on the content, the appearance and the clarity of the website demo, as well as the restaurant's existing social media. These results helped the author in knowing if she was on the right track with the website and the digital marketing plan and if there was something that she was still missing.</p> <p>The thesis process took approximately four months in total with a steady, but intense work schedule. The process started in February of 2018 and was finished in May that same year. The results of the digital marketing plan could not be measured during the making of this thesis, so the only results included are the opinions of the commissioning party. Fortunately, they found the marketing plan beneficial for the restaurant and that it will aid them greatly in increasing internet traffic, visibility and the overall popularity of the restaurant.</p>	
Keywords digital marketing, restaurant marketing, digital advertising, Lounasravintola Mango	

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1 Introduction

Digital marketing is a low-cost, or sometimes even a free way to reach people. Whether it is worldwide attention a company seeks, or only local, digital marketing is an efficient way to achieve it. Many restaurants might understand the relevance of marketing online, but still have zero to none internet activity of their own. Having a functioning digital marketing plan and executing it properly could make a huge difference in the restaurant's popularity.

Social media hasn't been only for individual consumers for a long time. As well as their own websites, companies of all fields now have their own Facebook, Instagram, YouTube, Twitter and Snapchat accounts. To keep up with the times, this is nearly mandatory to ensure commercial success. Digital marketing is the way of today and the way of the future. Without a proper digital marketing plan, a company might not get the recognition their products and/ or services deserve.

The topic of this product-based thesis is a digital marketing plan for Lounasravintola Mango. Lounasravintola Mango is a lunch restaurant that is located near the Siilitie underground station in Herttoniemi, Helsinki, in a district that is packed with competing lunch restaurants. The restaurant was opened in the summer of 2017 and there is still much to be done on the marketing side. Lounasravintola Mango as a company includes both a lunch restaurant and a café. The café's main products are coffee/ tea, buns and pastries.

Lounasravintola Mango is open from 7:30 to 15:00, Monday to Friday, with lunch being its main focus point. The cuisine concentrates on both Finnish and Asian foods with a menu that varies daily. The daily menus consist of six different dishes with one being a vegetarian option.

Every menu follows the same tradition of having dishes from both Finnish and Asian cuisines. This ensures that there are options for both foreign and familiar tastes. Serving both lowers the bar of someone who is used to Finnish traditional food to try something new, since it is possible to have only a little taste of it.

Below is a statement from the commissioning party concerning the target groups of the restaurant:

The target audience consists mostly of retired people, construction workers and workers from the nearby car companies. Since we run a lunch restaurant, it is clear to see why these groups want to come to us: the workers come to have their lunch break and many of

the elderly might not have the energy to prepare their own lunch every day, so they eat outside. (Nguyen 2018a)

The author chose this thesis topic because the restaurant in case is owned by a close family friend. The friend asked the author for her help and she was more than happy to comply. The author is also possibly interested in using digital marketing in her own work life, so making it as the topic of this thesis will help the author develop her own skills on the subject. The author is not financially benefitting from this thesis, but will gain valuable experience that she can use in building her own career.

The goal of this thesis is to give the commissioning party tools with which they can uphold an active social media presence and a base onto which they can create an efficient website. To do this, the author produced a digital marketing plan that covers the commissioning party's required topics. Using the information from that plan, the author then made a summarised poster version of the plan, where the most important information can be viewed easily. This poster can be put on the kitchen's wall, for example.

The author also made a website prototype. At the time this thesis was written, Lounasravintola Mango had no existing website. The prototype was designed to be used as a base for it, or to be used as the final website itself if the commissioning party wishes it to be.

The digital marketing plan's topics are:

- Strategy
- Competitor Analysis
- SWOT analysis
- The Website
- Facebook Analysis
- Marketing and Advertising
- Handling reviews

The author created a survey in printed paper form that used principally quantitative research methods to measure customer satisfaction on the already existing Facebook page and opinions on the upcoming website of Lounasravintola Mango. This helped the author in her website- and digital marketing planning process.

Quantitative research most often uses deductive logic, in which researchers start with hypotheses and then collect data which can be used to determine whether empirical evidence to support that hypothesis exists (StatisticsSolutions).

Quantitative analysis requires numeric information in the form of variables. A variable is a way of measuring any characteristic that varies or has two or more possible values. Many characteristics are naturally numeric in nature (such as years of education, age, income); for these numeric variables, the numbers used to measure the characteristic are meaningful in that they measure the amount of that characteristic that is present. (Ibid.)

The author chose this research method to validate her choices for the websites prototype with factual evidence. Even though the survey was created to be quantitative, it also had some open questions, which makes it a principally quantitative survey.

Although the theoretical part of this thesis covers digital marketing as a whole, Facebook and Google are the only marketing channels that this thesis will dive deeper into. This is because the commissioning party did not want to focus on any other channels. They believe that one social media channel is enough for their restaurant and that Facebook was the obvious choice for them, because their target audiences can be reached there the best. Google's services also seemed like the right choice for them, since it has a strong and solid status as both a search engine and a marketing tool provider.

This thesis comes with great relevance to the commissioning party, since the marketing for the restaurant is quite small at the moment. This is due to many reasons, mostly to the lack of time and resources. The digital marketing plan aims to give the commissioning party guidance in making customer growth happen.

1.1 The Objective

The objective of this thesis is to give the commissioning party tools with which they can establish successful digital marketing for Lounasravintola Mango. The digital marketing plan will help in increasing the number of customers in the restaurant, give it visibility and aid in standing out from the other restaurants in the area. The plan will hopefully be taken into regular use and be useful for years to come. The website's prototype will aid the commissioning party in creating a website for the restaurant.

This thesis is purposefully narrowed down to only regard the digital aspects of marketing. Ever since the spread of smartphones, the use of the internet has taken a growth compared to what it was before they existed. The social media especially has taken a life of its

own. Today, it is rare to find a person who is not registered on at least one or two social media platforms that they use multiple times per day.

The wide spread of smartphones has provided it so that instead of going home and having a few moments of computer time per day, people are connected to the World Wide Web at all times. It has become common to see masses of people with their focus glued onto the screens of their phones, even while being with company. This makes the internet a perfect platform for advertising.

Traditional marketing (television, printed sources, radio, bus-stop ads, ads on roads, etc.) gets recognition, but costs more money. With digital marketing, a person/ company can reach a lot more people for little to no cost. In addition, with so many people looking at their phones instead of their surroundings, many of the ads around the cities and roads get easily unnoticed by these people.

1.2 Collecting Information

The author used quantitative research methods in the form of a printed survey. This survey had questions concerning the prototype of the website and the already existing Facebook page of Lounasravintola Mango. Knowing what the customer's think of the prototype will give the commissioning party valuable information on what is needed on the final website. The existing customers are a group that is going to be browsing the site, so it is sensible to consider their opinions. The surveys were given to willing participants in the restaurant by the staff members of Lounasravintola Mango.

The aim was to get 20 answers in two weeks. The author decided beforehand that if the amount of replies wouldn't reach that number, it could be lessened to 10 participants. She thought that 10 participants would still give out enough data to get an idea of what is needed on the website. In the end, the survey was answered by 15 participants, which the author found satisfactory.

1.3 The Difference between Marketing and Advertising

Before going any further, it is important to distinguish the difference between marketing and advertising. The author had discussed her thesis process and in many conversations, people seemed to hold the belief that they are synonyms for each other. Below are the

definitions of both marketing and advertising according to Jeffrey Glen of Business Dictionary:

Marketing refers to the strategies and preparation you do to get your product or service ready to sell and identifying the target customers for your product. Marketing is a long term forward looking process whereby you determine how you're going to package and brand your product and design it to appeal to the target market you seek to capitalize on. (Glen)

Advertising refers to the process of actually promoting your product or service to the marketplace. Ensuring that you are effectively getting your product known to your target customers and emphasizing the benefits to them is important when it comes to driving successful sales. So where marketing involves the ground work of branding and researching the needs of your target market, advertising is the process whereby you actually communicate with your target market. (Ibid.)

In the author's own terms, marketing is a large context that includes research and various processes to get the desired product, idea, etc. to the consumers. Marketing includes subjects like what types of colours and design the company wants to use in its brand, or to what types of people the company wants to cater to. Advertising is one type of process that is used in marketing. Advertising is what makes the product known to the people. Social media, the internet as a whole, TV, billboards and the radio are some of the most common platforms used for advertising.

2 Theory

2.1 History of Digital Marketing

Digital Marketing is the promoting of products over the internet or any form of electronic media. According to the *Digital Marketing Institute*, "Digital Marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses.". (Monnappa 2017)

The mass adoption of the internet into everyday life is the single biggest event that has affected marketing over the last three decades (O'Brien). In a world where over a 170 million people use social media on a regular basis, every working professional is expected to be familiar with at least the core tenets of Digital Marketing (Monnappa 2017). In an era where customers are in the driving seat, marketers need to engage consumers in an on-going conversation, creating real relationships and brand loyalty (Ibid 2017).

There are those who say that the first digital marketer was Guglielmo Marconi, because he invented the radio. Others will claim that the era of digital marketing launched in 1971 when Ray Tomlinson sent the first email (to himself, because nobody else was on email back then). Although both of those episodes represent important moments in the evolution of technology, it's a bit of a reach to say that they launched digital marketing as we think of it today. A better starting point for the history of digital marketing is 1990. (Lincoln)

The term Digital Marketing was first used in the 1990s. The digital age took off with the coming of the internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they wanted, but did not allow them to share this information over the web. Up until then, marketers worldwide were still unsure of the digital platform. They were not sure if their strategies would work since the internet had not yet seen widespread deployment. (Monnappa 2017)

As users increased, the landscape evolved, from email to search engines like Yahoo! (1994) and Google (1997) and e-commerce sites like Amazon (1994) and eBay (1995). For marketing, this was a goldmine. Email became a new outbound marketing tool, joining the traditional arsenal of TV, radio and print advertisements and telephone sales. While search engines cataloged the new websites that were being created and allowed users to find the information, products and services they desired from the comfort of their own home. (O'Brien)

After the early hype of the internet, the dot-com bubble burst in 2001 and marketing tactics shifted. A greater emphasis was then placed on inbound marketing through information sharing, user-centered design and collaboration. The introduction of social media sites LinkedIn (2002), Myspace (2003), Facebook (2004) and Twitter (2007) made this all the more possible as internet users started sharing more and more personal data online. (Ibid.)

The first true modern smartphone was produced by BlackBerry in 2003 and supported email, text messaging, phone calls and web browsing, but were mainly used by business professionals. It was not until 2007 that smartphones entered the mass market following the ground-breaking release of the iPhone. Look to today and smartphone ownership in the UK alone was 76%, with rapid increases in the proportion of 4G users and a quarter of smartphone owners making no traditional voice calls. (Ibid.)

By the end of this century's first decade—as digital media time-shifted to mobile—users were spending more time in front of their screens than ever before. As social-media platforms referred significant traffic to a variety of publishers, digital audiences consistently climbed. The top 1,000 digital media properties' average U.S. monthly audience rose to 16.8 million in December 2016 from 12.3 million in December 2013, a gain of 37 percent in just three years. This growth was generated exclusively by mobile audiences, which increased 127 percent during that time period. (Fulgoni & Lipsman 2017)

Today, smartphones have overtaken personal computers as the primary digital device for going online with the daily time U.S. adults spend with mobile media on the increase from 46 minutes in 2011 to 258 minutes in 2017 (Ibid.).

Google and Facebook are the two largest players in the digital advertising market, and are growing faster than the remainder of the market. Moreover, rather than any prospect of the duopoly diminishing in importance, its supremacy is set to grow. (Brownsell 2017)

Figures from eMarketer show a similar pattern: that the two companies will account for 58.3% of all digital ad growth between 2016 and 2019 – further extending their advantage over the rest of the industry (Ibid. 2017).

Table 1: Net US Digital Revenues, by Company, 2016-2019, in Billions (eMarketer 2017)

Net US Digital Ad Revenues, by Company, 2016-2019				
<i>billions</i>				
	2016	2017	2018	2019
Google	\$29.43	\$35.00	\$40.08	\$45.69
—YouTube	\$2.92	\$3.88	\$4.43	\$4.96
Facebook	\$12.37	\$17.37	\$21.57	\$25.56
—Instagram	\$1.61	\$3.08	\$5.40	\$6.84
Microsoft (Microsoft and LinkedIn)	\$3.34	\$3.60	\$3.84	\$4.04
—LinkedIn	\$0.73	\$0.81	\$0.92	\$1.02
Oath	\$1.27	\$3.60	\$3.69	\$3.77
Amazon	\$1.12	\$1.65	\$2.35	\$3.19
Twitter	\$1.36	\$1.21	\$1.16	\$1.16
Yelp	\$0.62	\$0.72	\$0.84	\$0.98
Snapchat	\$0.30	\$0.64	\$1.18	\$2.04
IAC	\$0.50	\$0.45	\$0.41	\$0.38
Yahoo	\$2.25	-	-	-
Total digital ad spending	\$71.60	\$83.00	\$93.75	\$105.44
<i>Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites</i>				
<i>Source: company reports; eMarketer, Sep 2017</i>				
230258	www.eMarketer.com			

2.2 Facebook

Facebook is a social networking website and service where users can post comments, share photographs and links to news or other interesting content on the Web, play games, chat live, and stream live video (Nations 2018). Access to Facebook is free of charge, and the company earns most of its money from advertisements on the Web site. New users can create profiles, upload photos, join a preexisting group, and start new groups. (Hall)

The site has many components, including Timeline, a space on each user’s profile page where users can post their content and friends can post messages; Status, which enables users to alert friends to their current location or situation; and News Feed, which informs users of changes to their friends’ profiles and status. Users can chat with each other and send each other private messages. Users can signal their approval of content on Facebook with the Like button, a feature that also appears on many other Web sites. (Ibid.)

Facebook was founded in 2004 by Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes, all of whom were students at Harvard University. (Ibid.)

Key Features of Facebook

- Facebook allows you to maintain a friends list and choose privacy settings to tailor who can see content on your profile.
 - Facebook allows you to upload photos and maintain photo albums that can be shared with your friends
 - Facebook supports interactive online chat and the ability to comment on your friend's profile pages, sometimes called "walls," in order to keep in touch, share information or just to say "hi."
 - Facebook supports group pages, fan pages and business pages that let businesses use Facebook as a vehicle for social media marketing.
 - Facebook's developer network delivers advanced functionality and monetization options.
 - Facebook Connect allows websites to interact with Facebook and allows Facebook to be used as a universal login authentication service.
 - You can stream video live using Facebook Live.
- (Nations 2018)

2.3 Basis for Planning

2.3.1 The SOSTAC Model

SOSTAC® is a planning model, originally developed in the 1990s to help with marketing planning by PR Smith (Chaffey 2016).

SOSTAC® stands for:

- Situation – where are we now?
- Objectives – where do we want to be?
- Strategy – how do we get there?
- Tactics – how exactly do we get there?
- Action – what is our plan?
- Control – did we get there?

(Ibid. 2016)



Figure1. The SOSTAC Model (SOSTAC® 2018)

The SOSTAC® framework has built an authoritative reputation as the framework of choice for different scales of business including multinational and start-up organizations across the world (Chaffey 2016).

2.3.2 The Purchase Funnel

It used to be that you could just post information in your local newspaper to let people know about your products and services. Today, successful companies need to analyze and create a customer purchase funnel, also called a sales funnel. (Rouhiainen 2016, 12)



Figure 2. The Purchase Funnel (101 Facebook Marketing Tips and Strategies for Small Businesses 2016)

- Leads - People who see your content or information: These people maybe have seen your Facebook ad, but are not taking action since it's the first time they've been exposed to your company and need more information in order to move the next phase
- Prospects - People who become interested but are not ready to buy yet: These people are comparing options and typically need more interaction to generate trust with your company
- Customers - People who bought your product: Your task is to identify what special characteristics they have, in order to target these kinds of people with your Facebook promotions, and to communicate with them to try to get them to endorse your product to their friends.

(Rouhiainen 2016, 12)

Companies with products that have high transaction values tend to have more levels in their marketing funnels, while companies with low priced products have simple sales funnels (Ibid 2016, 13).

A central component of the successful sales funnel is email marketing, since it allows you to capture your leads' information and keep in touch with them. You should segment customer information in your email marketing tool or CRM (customer relationship management tool) so that you know how many people your company has in each level of the sales funnel. (Ibid 2016, 13)

2.3.3 The SWOT Analysis

A SWOT analysis is a strategic planning tool that helps a business owner identify his or her own strengths and weaknesses, as well as any opportunities and threats that may exist in a specific business situation. A SWOT matrix is usually depicted as a square divided into four quadrants. Each quadrant represents one element of the SWOT analysis -- Strengths, Weaknesses, Opportunities, Threats. (Gregory 2018)

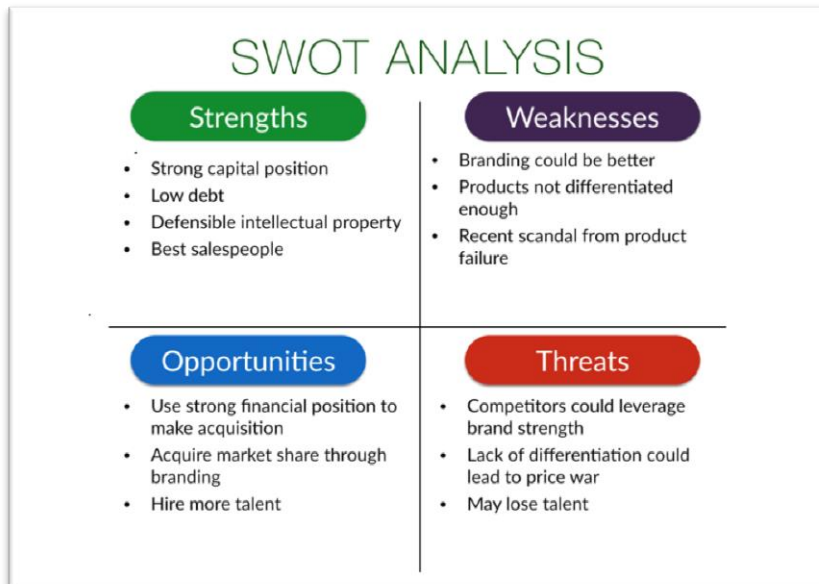


Figure 3. The SWOT Analysis Example (Competitive Futures 2017)

One of the most important parts of your SWOT analysis is using the data you compiled to identify new strategies and goals for your business (Gregory 2018).

2.4 Digital Marketing in Companies

In today's world, customers are turning away from impulse-buying and want to learn more about a company before buying its products. Customers are often distracted, but recognize that they have a choice when it comes to the businesses they choose to support, so they tend to require more touch points (or points of contact) with the companies they buy from. Paid advertising is the best way to meet these needs. (Rouhiainen 2016, 14)

2.4.1 Digital Marketing in Restaurants

Digital marketing is a very broad term that includes website design, social media, online advertising, email advertising, SEO and more. This can be extremely confusing to the local business owner simply looking to attract more eyeballs on their site. They are typically too busy running operations to investigate which digital marketing strategies work best for their business. (Maxwell, 2017a) Operating a restaurant has become as much about playing defense as it is about providing great food and atmosphere. This is why a savvy digital marketing strategy is critical to increasing revenue. (Maxwell 2017b)

Social media is an opportunity for your restaurant to host contests, showcase employees, highlight company news, involvement with charities and community events, and bring the

human element to your brand (Salkin 2017b). Customer journeys begin with awareness, and social media can play a big role in increasing awareness of your restaurant (Ibid. 2017b). While ads have the benefit of generating return immediately, developing a social media presence through organic efforts can have a lasting effect for your restaurant. By creating a consistent voice through posts, a defined tone, unique imagery, photography style, and messaging, your brand's social media channel can become an extension of the guests' experience. (Ibid. 2017)

2.5 Website for a Restaurant

Your restaurant website should have vertical sections so people can easily scroll to find pertinent information for your restaurant – contact info, menus, hours and a photo gallery. The restaurant industry is at the top of the list when it comes to the most mobile traffic, therefore it makes sense to design your website through the lens of a smart phone. (Maxwell 2017b)

Your website must look good with easy navigation on mobile devices. Visitors must be able to click on a phone number or an email address to contact you. If they have to zoom in or write down the number then you are likely to lose them to a competitor whose site is mobile optimized. The idea is to convert visitors into either a phone call, an email or a walk-in. (Maxwell 2017a) Additionally, Google has been tightening up its algorithm to award higher rankings to sites that are optimized for mobile visitors (Ibid. 2017a).

2.6 Customers in the Digital Age

Building your restaurant's brand identity can have a big effect on your social media performance. Your goal should be to build your restaurant's identity around your target customers. (Marrs 2017) The strong growth of the usage of portable mobile devices and digitalized lifestyles in general has significantly changed the way people consume content on the Internet (Rouhiainen 2016, 13).

The traditional view of a linear relationship with the customer no longer works. In the past, marketing, sales, and customer service departments each had their own relationship with that customer. But because of the explosion in the number of channels that we use to communicate with our customers, and our customers' shifting expectations of how we interact with them, the old way of doing things isn't good enough anymore. Rather, we need to think about how we can conduct a far more cohesive conversation with our cus-

tomers. They don't want to experience our silos. One significant change in structure relates to marketing's adoption of all the new communication channels available in the digital space. (Sweetwood 2017)

2.7 Customer Reviews and Digital Word of Mouth

While all businesses must concern themselves with the impact of online reviews, restaurants have to be particularly concerned. Food criticism isn't a new trend as it has been going strong since the 1803 publication of the "L'Almanach des gourmands." Today, technology has democratized the reviewing of restaurant's making true the old quip "everyone's a critic.". (Salkin 2017a)

While many people might comment, or give a negative review of a restaurant in person and on-site, these days, it's prevalent for a customer to express their pleasure or displeasure online. They may take to social media to give a rundown of their experience, making their comments visible to everyone else. (Salkin 2017b)

Consumers overwhelmingly expect the reviews they peruse on Amazon, Yelp, Google and other review sites to be trustworthy, neutral and objective. But this reasonable expectation is frequently thwarted by the efforts of aggressive marketers who pay third parties to create phony reviews in exchange for compensation or incentivize existing good customers to leave reviews with discounts or free products or services. (Lee 2017)

These deceptive practices — termed "opinion spam" or "sock puppetry" — are a form of information pollution with multiple victims. Opinion spam blinds the consumer to the truth and poisons the reputation of the review site where the fake review appears. (Ibid. 2017)

According to *Brightlocal*, 95% of unhappy customers return to your business if you can resolve their issue quickly and efficiently. Not only will it demonstrate your concerns regarding the customer's experience, but your response will also be visible to other people who follow the page. In other words, the public will have the ability to listen to the conversation and see that you made your best efforts to remedy the situation. (Salkin 2017b)

2.8 Digital Marketing and Advertising

Consumers average 2 hours 59 minutes per day online (*UKOM approved comScore data*) and the average household now owns 8.3 connected devices (*IAB Consumer Insights April 2016*). The love affair people have with their devices opens up an unparalleled tool kit to help brands of any size, with any objective, to reach and wow their audiences. (Kozloff 2017)

Digital advertising can be implemented on desktop computers, mobile phones and tablets and also be bought in a variety of ways - direct from a website publisher or via third party ad exchanges which increasingly use automated or programmatic technologies to deliver the ads faster and to more relevant audiences. All these options mean that digital should be approached as a tool kit, with different solutions available for every unique advertiser, no matter their size or objective. (Ibid. 2017)

2.8.1 Mobile Advertising

In the last 10 years, the digital landscape has changed significantly. People are phasing out desktop and laptop computers to search the web and interact with content. Instead, they are picking up their mobile phones and tablets. (Bowman 2017)

Mobile advertising has grown to be a very significant part of the way advertisers can reach their audiences online, with 31% of all UK money spent on digital advertising being spent on mobile, compared to a whopping 47% in the US. This is in response to the huge amount of time people spend using smartphones: the average UK internet user already spends more time online each day on smartphones and tablets than on desktops and laptops. Furthermore, 76% of UK smartphone owners consider a phone or tablet the most important device for browsing the internet. (Kozloff 2017)

Over two-thirds (68%) of Britons own a smartphone, compared to 72% in the U.S. and 88% in South Korea, the country with the highest penetration globally, and the majority of them carry their device wherever they go. This means a huge proportion are carrying an advertising platform on them wherever they are. Where media planners were once confined to advertising to their target audience at certain specific 'touchpoints' throughout the day they are now liberated to target people wherever and whenever they like. (Ibid. 2017)

As mobile is such an integral part of digital advertising, most digital campaigns now run across both desktop and mobile. However, it is still crucial to optimise creative and the

user experience for the mobile device, especially to take advantage of some of the unique and exclusive benefits that mobile offers. (Ibid. 2017)

2.8.2 Video Advertising

People love watching video on their devices, the average internet user in the UK spends just under a thousand minutes a month watching video online, going up to over 1,100 minutes a month for 16-24 year olds (Kozloff 2017). According to YouTube, mobile video consumption grows by 100% every year (Bowman 2017).

For advertisers, digital media means it's never been easier to produce, distribute and share good quality video. You can track how it's delivered, to any internet-enabled device and measure how it's consumed. Furthermore, video ads work. The IAB UK's Video in Demand research saw that online video campaigns for Sony Xperia and Sky Store, drove significant uplifts against the objectives of product awareness and product familiarity. (Kozloff 2017)

Digital video works best when the creative is tailored to the device it is being served on. By creating specific, shorter, snappier creative the consumer experience is enhanced and the potential effectiveness of the campaign increased. Digital also offers a unique opportunity to allow user interaction with video, for example clickable hotspots (that hover over products) and buttons (that sit in the player, but not over the product). (Ibid. 2017)

Benefits of video marketing:

- Video content promotes brand recall.
- Video marketing can boost your site's SEO.
- Video content performs well on all devices.
- Video marketing can help strengthen your brand message.

(Bowman 2017)

2.8.3 Search Engine Optimization (SEO)

SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results. SEO encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines. There are many aspects to SEO, from the words on your page to the way other sites link to you on

the web. Sometimes SEO is simply a matter of making sure your site is structured in a way that search engines understand. (Fishkin & Staff 2015)

The majority of web traffic is driven by the major commercial search engines, Google, Bing, and Yahoo!. Although social media and other types of traffic can generate visits to your website, search engines are the primary method of navigation for most Internet users. This is true whether your site provides content, services, products, information, or just about anything else. (Ibid. 2015)

The major engines are always working to improve their technology to crawl the web more deeply and return better results to users. However, there is a limit to how search engines can operate. Whereas the right SEO can net you thousands of visitors and increased attention, the wrong moves can hide or bury your site deep in the search results where visibility is minimal. (Ibid 2015)

In addition to making content available to search engines, SEO also helps boost rankings so that content will be placed where searchers will more readily find it. The Internet is becoming increasingly competitive, and those companies who perform SEO will have a decided advantage in visitors and customers. (Ibid 2015)

Search engine optimization (SEO) is often about making small modifications to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a noticeable impact on your site's user experience and performance in organic search results. (Google)

2.8.4 Google AdWords

One of the fastest ways to draw more potential customers to your website is pay-per-click (PPC) advertising. Using tools such as Google AdWords, Yahoo Search Marketing and others, business owners can display ads in the sponsored results section of search results pages and pay a fee each time someone clicks through from the ad to their site. (Siu 2013)

The key to how Google AdWords works is the Quality Score. Quality Score is generally how well an ad group, keywords, ad, and landing page relate to what a person is searching for, and how likely someone is to click on the ad. (Topinka 2014)

Ads are placed in order based on Ad Rank. The highest Ad Rank gets the top spot and so on down to either the last ad qualifying for the auction or the last position on the page.

(Ibid. 2014) What an advertiser actually pays is the lowest amount necessary to beat the Ad Rank of the competitor below them (Ibid. 2014).

Pros of AdWords

1. Taps into existing demand, by allowing ads to target specific search keywords and queries Geographical targeting
2. Flexible budget options from as little as \$5 per day
3. Provides keyword insights that can be used to understand the size and shape of online search activity.
4. Ideal for direct-response campaigns
5. Provides good volumes of conversions, usually at attractive return rates

Cons of AdWords

1. Click costs can be costly in highly competitive segments
2. Not effective for cross selling or substitute selling
3. Complexity of the platform can make it difficult for novice users

(Adhesion 2018a)

2.8.5 Facebook Advertising

It's not always about making a sale with paid advertising. Sometimes, just ensuring that the customer is mindful of what your company is doing can indirectly increase sales. With great tools like paid advertising through Facebook, you can increase the impact of your business, expanding your reach through simple content. (Rouhiainen 2016, 14)

The Facebook family supports multiple advertising types across Facebook, Instagram, Audience Network and Messenger. Each ad has two components: The format (what it looks like) and the placement (where it will be displayed). (Facebook a)

The most common way to purchase ads for Facebook, Instagram and Audience Network is through our ad management tool, Ads Manager. You purchase ads by creating an ad and submitting it to our ad auction. (Facebook b) The ad auction determines which ads should be shown to which people. Using information that you provide in the ad creation process, the auction shows your ad to the people who are most likely to be interested in it – for the price that you bid or less, and never higher. (Ibid. b)

You set your advertising budget – a total amount that you want to spend daily or over the course of the campaign – and can edit it at any time. You also set a bid – the maximum amount that you're willing to pay when someone sees your ad or takes your desired action. (Ibid. b) You also choose who you want to see your ad. You can use demographics, such as age, gender and current cities, to connect with people, or things such as interests, devices or past actions. (Ibid. b)

As a restaurant owner, you can run an ad on Facebook targeting specific age groups, geographic locations, interests, and other demographics. Restaurants can promote specials, launch new menu items, and promote their offerings in a meaningful and effective way to the audience who would be the most receptive to their messaging at the time. (Salkin 2017b)

Pros of Facebook ads:

1. Allows the broadcasting of advertising to reach specific audiences in Facebook
2. Highly effective at reaching audiences on mobile devices
3. Great range of display ad formats which are very engaging
4. Good for direct-response campaigns
5. Flexible budget options from as little as \$5 per day
6. Cost-effective and relatively cheap, especially compared to traditional media
7. Suits branding

Cons of Facebook ads:

1. New ads need to be created on a regular basis to keep your ads fresh
2. Becoming more competitive as more advertisers jump into Facebook
3. Advertising platform interface can be confusing
4. Users can comment on your ads which requires management

(Adhesion 2018a)

2.8.6 Remarketing

Remarketing shows ads to people who've visited your website or used your mobile app. When people leave your website without buying anything, for example, remarketing helps you reconnect with them by showing relevant ads across their different devices. (Google b)

Most remarketing ads are delivered in text and or image display formats and are managed from within Google AdWords. A growing number of ads are becoming animated including video formats. Image animation in display ads is usually achieved by using GIFs or HTML5. Display ad sizing options are determined by the spaces allocated on websites that accept the advertising. (Adhesion 2018b)

Remarketing works by placing cookies on your website visitor's device(s) when they meet your criteria. Their cookie ID is added to your remarketing audience list. You can have multiple lists with a range of different criteria. For example you may wish to target visitors that viewed a particular page or section on your website but didn't make a purchase or complete and enquiry form. Each cookie has a unique ID which is automatically added to your remarketing list. You can have multiple lists with a range of different membership periods, goals and criteria. (Ibid. 2018b)

There are a number of advertising controls including the period of time that a cookie ID stays on your remarketing list; impression caps on how many ads per day are shown to an individual and the ability to block ads on certain websites. You can also set criteria to control the targeting of your ads, for example: by age, gender, location and interests based on your browsing behaviour. (Ibid. 2018b)

If your aim is raise brand awareness then you can create ads that achieve exactly that by displaying your brand to visitors over a period of days, weeks or months. And as remarketing is part of Google AdWords you will be able to track outcomes through normal conversion tracking. (Ibid. 2018b)

Facebook remarketing works very similarly to Google remarketing, except that audience lists can be made from people's Facebook User IDs and phone numbers (as well as their emails). You can then take these lists and generate smart lists of Facebook users called 'Lookalike Audiences'. Put simply, Facebook generates an average user based on the people in your list, then creates another list out of Facebook users who are 99% similar to your average user. This is an impressively powerful feature for reaching potential customers. (Ibid. 2018b)

2.8.7 Geotargeting

Geotargeting is the practice of delivering content to a user based on his or her geographic location. This can be done on the city or zip code level via IP address or device ID, or on a more granular level through GPS signals, geo-fencing, and more. (Chamberlain 2016)

Marketers geotarget users on their always-present mobile devices because each person's location has something to say about their environment and their mindset at a given time — which makes it easier to deliver relevant ad content. The idea is that the more relevant an ad or offer is, the more likely it is to drive what the marketer wants: a sale. (Ibid. 2016)

The central idea behind geotargeting is that understanding a consumer's real-time — or past — location helps marketers achieve the holy grail of delivering the “right message at the right time.” In a simple example, an adult customer visiting car dealerships is likely interested in buying a car, and serving a local Honda ad to this customer more likely to be successful. (Ibid. 2016)

2.8.8 Email Marketing

What is email marketing? Basically the use of email to promote products and/or services. But a better email marketing definition is the use of email to develop relationships with potential customers and/or clients. (Ward 2018)

Email marketing is the most resilient form of digital marketing. It was abandoned a decade ago when spam became a big problem. It was left for dead again when Facebook went through historic growth and became an easy way to connect with your customers. Then there was another shift when Facebook started to severely limit how many followers see your posts and started asking you to "boost" your posts to a wider audience for a fee. That is how email marketing was resuscitated once again. (Maxwell 2017b)

Particular groups of customers can be targeted or even individuals. Offering individual customers special deals on merchandise and/or services on the customer's birthday, for instance, is one example of email marketing personalization. (A restaurant might send an email to customers on their birthday offering 50% off an entree.) Email marketing helps a business develop and maintain a relationship with a customer over time that hopefully results in increased sales and increased customer loyalty. (Ward 2018)

The two big advantages of email marketing are price and ease (Ward 2018). Email marketing is one of the most cost-effective ways for businesses to keep in touch with their

audience. In fact, a 2015 study by the DMA found that for every \$1 spent, email has an average \$38 return on investment (ROI). Whether you're communicating about your brand or trying to sell your stuff, email is one of the best ways to do so. In fact, when shoppers are ready to buy something, they often look for email marketing campaigns from their favorite stores. Other email campaigns give people the chance to get to know your brand. (Sapia)

You'll see the highest ROI when you build and maintain an engaged subscriber list, made up of people who want to receive your messages (and who opted in on purpose) (Ibid.).

It's also extremely easy to set up and track an email marketing campaign, making it a very accessible type of marketing for small businesses. Newsletters can be sent to the email list you've built from the people who provided the necessary information on your website, for instance, providing these potential customers with news updates about your company, upcoming events and/or special offers. (Ward 2018)

Ideally, email marketing should go hand-in-hand with social media. Adding social media "Like" or "Share" buttons to your marketing emails gives an additional way for customers to connect with your brand. Snippets of positive reviews from social media fans can be included in emails, and conversely, social media postings can be used to encourage fans to subscribe to your email newsletters. (Ibid. 2018)

2.9 Control and Measurement

2.9.1 Google Analytics

Google Analytics is a free Web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. The service is available to anyone with a Google account. (Rouse 2011)

Google Analytics features include:

- Data visualization tools including a dashboard, scorecards and motion charts, which display changes in data over time.
- Segmentation for analysis of subsets, such as conversions.
- Custom reports.
- Email-based sharing and communication.
- Integration with other Google products, such as AdWords, Public Data Explorer and Website Optimizer. (Ibid. 2011)

Google analytics can provide the response of a marketing campaign by tracking visitors from all the referring sites and the number of visitors converted to customers or members from each. Google analytics works by via a snippet of Javascript on the website to be monitored. There is no hardware or software to install as the application is entirely cloud based. (Techopedia)

2.9.2 Likealyzer

LikeAlyzer is a free online service that helps companies measure and analyze the potential and success rate of a Facebook Page. It allows people to explore the possibilities of their Facebook presence by evaluating activity and dialogue to ensure success. (Crunchbase)

On the homepage, you can choose to enter your Facebook Page or that of your competitors, after which Likealyzer collects data and lists down, bullet by bullet, a set of recommendations (Bassig 2018). Likealyzer can also analyze the contents of your Facebook front page (your photos, username, company description, and calls-to-action), About page, social media posts activity, and even response and engagement rates (Ibid.).

2.10 Advantages of Digital Marketing

Digital Marketing enables direct advertising and creates awareness about a product or brand (Wilson 2017).

You can reach a larger audience in a shorter time-period. Technological advances have resulted in considerable attrition of the customer-base of traditional marketing agencies & departments. People have moved on to tablets, phones, and computers, which are the areas where digital marketers have gained the most ground. (Monnappa 2017)

Digital Marketing makes advertisements more accessible to the target customers at any time or any place. Due to the popularity and capabilities of digital marketing, customers have become more convenient to shop online at any time (24/7 basis) whether the shops are over or across the borders. Digital Marketing has opened-up an opportunity for the companies and retailers to direct its customers to an outlet of the online store. (Wilson 2017)

2.11 Disadvantages of Digital Marketing

The digital advertising industry has been fraught with ad fraud, bots, the rise of ad blocking, and more recently the ascendancy of "fake news." According to *the ANA*, advertisers lost \$7.2 billion in 2016 to ad bot fraud, and a recent study by startup *PageFair* estimates that ad blocking software rose 30 percent worldwide in 2016. (Hadassa 2017)

The success of mobile advertising involves understanding that there's a narrow tightrope between giving people relevant ads - based on location and their previous surfing behaviour - and impinging on their privacy. For example, an *IAB* study showed 63% of UK smartphone owner's welcome relevant location-based ads and 67% welcome ads based on previous behaviour. However, 42% worry about companies accessing personal data. (Kozloff 2017)

The digital-media environment has evolved so quickly that the metrics infrastructure has been challenged to keep pace. Digital word of mouth, in the form of the rapid sharing of content via social and mobile channels, both has democratized content and has created a system of incentives that has commoditized the ecosystem. The short-term chase for bigger audience metrics and greater impression volume has led to significant challenges for media economics. (Fulgoni & Lipsman 2017)

3 The Planning, the Process and the Results

3.1 Background Information

The author’s interest in this particular product was formed mostly through two ways. The first reason was that the restaurant is owned by a close family friend of hers, who needed help in building a strong digital marketing base for the restaurant. The owner had no previous experience on the subject, but knew that a well working internet presence is close to mandatory in order for her to succeed in her business.

The second reason was that the author had personal interests in the subject of digital marketing. She has previously studied several courses on the subject in school and is interested in using that information in her working life. Making this thesis will further improve her skills and be of great practice. The digital marketing plan for Lounasravintola Mango can be used in her CV, as well as the prototype for Lounasravintola Mango’s website.

3.2 Project Plan

Table 2. Time Frame for Thesis Production (Marita Ohanwe 2018)

	Week																			
Task	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20					
Theoretical Framework	■	■	■	■																
Digital Marketing Plan					■	■	■	■	■	■										
Website Production					■															
Creating the Survey						■														
Collecting the Survey Results							■	■	■											
Analysing the Survey Results									■											
Writing the Report										■	■	■								
Finalising the Full Thesis													■	■	■					
Presenting the Thesis																■	■	■		

The table above illustrates the time frame the author had planned for her thesis production process. The thesis creation was planned to take place between the week 6 and the week 17. The presentation of the thesis was planned to be between the week 18 and the week 20.

The author had a more detailed schedule written on her mobile phone's default calendar application. This schedule was used to determine what subjects to focus on each day. She also used alarms and reminders from her phone to aid her in keeping her focus.

3.3 Process of the Thesis

The thesis process was steady paced, but not as organized as the authors original plan. The author started writing the marketing plan hand in hand with the theoretical framework. Every time she found valuable information on a required topic, she put together that part into the marketing plan. As a result, both of the parts were coming together in a good manner, but neither one was fully completed until a few weeks before the thesis was to be published. This in many ways stressed out the author and she would have done the process again using the original plan if she could.

She also started working on the upcoming website's prototype while handling the other unfinished parts. Having multiple incomplete parts to the thesis gave her a feeling of not moving on with her process. For some time, the thesis was forming out in many different Word- and Excel-documents, with references in incorrect formats and with fonts that didn't match. Once having the content written down on one file, finalizing the thesis felt effortless to the author in comparison to what it previously was.

The reason for not following the original time frame was the author's eagerness to start the digital marketing plan early. She researched a subject and immediately wanted to make a plan on that topic. At first, this made her feel like she was getting a lot more done and continued with her new time frame. As time passed, she felt the need to continue with one part at a time like she had originally planned.

The author felt like she wasn't as systematic with this thesis as she usually is with her work. She didn't realize the amount of unnecessary stress it would cause her to not do the different parts of the thesis one at a time. This is something that she will remember considering future projects.

Collecting information for the theoretical framework was a lot more difficult than the author had believed. She struggled in finding sources that were scientific enough for her liking. Additionally, there is much information available on digital marketing, but since the development of the subject is so rapid, a lot of the information found was already outdated and could not be used.

What the author was happy about was her time management. During the thesis process she was working full time, but was fortunately able to manage her thesis work load regardless. Even if it sometimes didn't seem to her that the process was going forward, it actually was and eventually, this thesis got finished in time.

Before starting to work on this thesis, the author had decided that she would maintain a well-balanced schedule consisting of her job, her thesis writing and her social life. She made plans to work a couple of hours on the thesis after nearly every work day and have the weekends off to have some free time. This plan stayed consistent throughout the entire process.

3.4 Results and Evaluation

The goal of this thesis was to give the commissioning party tools with which they can better build and maintain an efficient website and an active social media presence for the restaurant. As a result, the author successfully created a digital marketing plan, a summarized version of the plan, a prototype for the upcoming website and a quantitative survey to get customer opinions on the website.

The digital marketing plan will be put into use after the completion of this thesis, so there are no actual results of the plan's effectiveness to evaluate. There are no specific figures of growth that the marketing plan was supposed to make either. This is why the evaluation is based on the opinions of the commissioning party of whether or not they found the plan useful for their desired purpose.

The thesis commissioning party found the plan to be very beneficial to them:

The author has a clear understanding of what Lounasravintola Mango is looking for. There are a lot of guidelines that we can immediately take into use. The plan is to focus on Facebook's and Google's services for the time being and for those purposes, the marketing plan was very informative. The text is easy to follow and the summary can be a real life saver. It will be put on our kitchen's wall, so that it won't get lost and that every member of the staff can see how we want our internet image to be like. (Nguyen 2018b)

The commissioning party was also happy with the website's look and content:

The webpage fits well with the image Lounasravintola Mango wants to give. There is not too much detail, just enough for the customers to find what they need. The desired web-

site has to be simple, clear, informative, but not too boring. The prototype matches the expectations. There is a good chance that we will take the prototype and use it as the official webpage, as we like the way it is now very much. (Nguyen 2018b)

A structured survey using principally quantitative research methods was created by the author. It was given to the customers of Lounaravintola Mango during the weeks 12-13, 2018. The topics were opinions on the prototype of the upcoming website and of the already existing Facebook page.

The survey was answered by 15 people in a two week time period. The aim was to get opinions on the website's content, visuals, clarity and any other open comments. It was in paper form and passed on to the customers by Lounasravintola Mango's staff members. After the two-week period, it was collected by the author so that she could analyze the results.

The survey was supposed to get 20 answers in two weeks, but the author only got 15. The existing answers were quite similar to each other, so the author believed that the results wouldn't have changed very much even with getting five more people to answer. The table below demonstrates each website section's average scoring on the questioned subjects and the total average of each section.

Table 3. Lounasravintola Mango's Website Customer Survey, weeks 12-13 (Marita Ohanwe 2018)

Lounasravintola Mango's Website Customer Survey (15 customers)						
Scoring: 1-5 (1 being lowest and 5 being highest)						
	Front Page	Weekly Menu	Café	Picture Gallery	Contact	Mobile
Content	4	5	3	3	5	4
Visuals	4	4	4	4	4	4
Clarity	5	5	3	5	5	4
Avg total	4,3	4,6	3,3	4	4,6	4

Other comments about the website:

- Nice picture on the front page
- The website has everything you need to know
- Clear and simple website
- Needs a clear menu for all of the different types of Café products
- Picture Gallery is a nice plus! 😊
- I like the dark colouring of the page, it makes the pictures stand out! Add more colourful images, they will pop nicely from the background!
- Might be difficult to find the different sections in the mobile version

These results are originally in Finnish and were translated into English by the author.

The average scores of each section were positive, with the lowest score being 3,3 and two of the highest being 4,6. Both the author and the commissioning party were pleased with the results. The comments were made in good spirit and had some valuable constructive criticism. The participants on average found the content on all sections to be necessary and/ or interesting.

The suggestion about focusing on colourful and bright pictures is something that the commissioning party agreed on. Different colours in photos of food enhances appetite and makes the food look fresh and beautiful.

The content got the lowest results on the Café- and Picture Gallery-pages. The comments about not having a proper menu for the café products and adding more colours to the pictures are some reasons for this. Although 3 is considered a good score, it can easily be improved with taking the mentioned subjects into consideration.

There were no comments on the Café's score on clarity, which was also 3. A guess is that it had to do with the picture quality. Some people might also think that this section is not mandatory like the other ones are.

One person commented on the difficulty of the mobile page. According to the commissioning party, the person who wrote this review admitted to have never owned, or used a smartphone. Most of the people found the mobile view quite simple and clear.

The first question concerning Facebook is whether or not the customer is following Lounasravintola Mango on Facebook and only 4/15 answered yes. According to the commissioning party, some of the customers said that following the restaurant on social media

simply hadn't come to their minds. Many said that they could have interest in doing so if the right kind of content would be posted.

The next question was about the desired content of the Facebook page. The options were: weekly menus, food photos, competitions, information about cooking processes, videos and something else that comes to mind. The customers were able to pick more than one answer.

Weekly menus and food photos both got 15/15 votes. 10/15 were interested in competitions and 4/5 wanted to see videos and food processes. One person had an idea of having behind the scenes footage of the staff.

The commissioning party knows the importance of having the weekly menus and food photos on the Facebook page and they are already posting them. The eagerness of the customers to have competitions gave something new to take into serious consideration. Lounasravintola Mango has posted one video already and is planning on making more.

The food processes and behind the scenes footage was something that the commissioning party had not yet considered. They found the ideas interesting and something worth trying.

The last question about Facebook was about how often Lounasravintola Mango should post new content. Knowing this is important, since it determines a lot about the follower's interest on the page. If the commissioning party posts too often or too seldom, people might unfollow the page.

The options were: once a week, 2-3 times a week, once a month and every day. 13/15 thought that 2-3 times a week is the optimal amount of posts for the restaurant and 2/15 wanted to see posts once a week.

It is evident that the customers want weekly content and that having posts every day would feel like spam for most. Once a month can make the followers forget that they are even following the page. They might not be interested in the content when it is shown on their Facebook feed, if they have already lost memory and interest in Lounasravintola Mango's page in total.

There was also a question about which device the customers mostly use for internet browsing, with mobile phone, tablet, laptop and desktop computer being the suggestions.

10/15 answered mobile. The rest of the scoring was: 2/15 for tablet, 2/15 for laptop and 1/15 for desktop computer. These results show that having a well running and mobile-optimized website is crucial in the restaurant's digital marketing success.

The survey only used a small sample of people to gather results. This is why the results should be considered directive, but not absolute. Regardless of the size of the survey, the results are valuable since Lounasravintola Mango is such a small restaurant. The gathered information can be used as development guidelines for the restaurants Facebook page and the upcoming website.

4 Discussion

The author wanted to share some of her opinions on what the commissioning party should take into consideration while implementing the digital marketing plan. Possible pitfalls are easier to evade, if there is even a slight idea in advance of what they might be. She also has suggestions on how to go on with handling these mentioned problems. Finally, the author discusses her entire learning process of this journey.

4.1 Potential Problems to Consider

The owner is Vietnamese and her Finnish and English are quite limited. She has also said that marketing and especially digital marketing is not her strong suite. She finds it difficult to have to take so many steps online to make the restaurant successful. Someone else could be in charge of the digital marketing, but as the owner, she should still know what is happening. The communication between her and the person in charge of the digital marketing should be effortless with no language barriers.

Due to the fore mentioned facts, it would be ideal to have a person in charge who speaks Finnish, English and Vietnamese. This way the person could communicate fluently with the owner, as well as with the followers/ potential followers. The owner's daughter, who is in her early 20's, has been posting on the restaurant's Facebook page and has been doing a consistent job with it. If she will be in charge of all of the digital marketing, the social media and the website will most likely be updated in the proper way. Her knowledge on using social media, her language skills and her direct contact to the commissioning party would make her the most considerable candidate.

Another potential problem is in marketing to one of the target groups. According to the owner, a large share of the customer base consists of retired people that live nearby. She worries that many of them would not be interested in digital devices and social media. Her concerns are realistic, but workable.

A research done by Ofcom in 2017 indicates that more and more elderly people are actually coming in terms with using a smartphone and are interested in social media:

This year's report shows striking growth in older people's use of technology between 2015 and 2016. Baby boomers aged 65-74 are increasingly connected, with four in ten (39%) using a smartphone, up 11 percentage points in a year. (Ofcom 2017) There has been a

sharp rise in over-75s using tablets, from 15% to 27%. And the use of smartphones among this age group has nearly doubled, from 8% to 15%. (Ibid 2017)

Nearly half (48%) of internet users aged 65-74 now have a social media profile. Among over 75s, the proportion with a profile has nearly doubled – from 19% to 41%. (Ibid 2017) Around nine in ten (87%) social seniors aged over 65 opt for a Facebook account, but a smaller proportion use WhatsApp (6%) and YouTube (1%). (Ibid 2017)

After looking at these statistics, the idea of marketing digitally to the elderly might not be as challenging as one might first believe. Having Facebook as the one social media account the commissioning party chose to have goes well in line with this research. It truly shows that Facebook is effortlessly the most popular social media channel used by this target group.

4.2 Suggestions for Further Development

The author advises the commissioning party to be active online. The social media trends change quickly and a trend that was successful a year ago might now be considered completely outdated. Following statistics of what types of people (age, gender, occupation, etc.) use which social media platforms is also useful considering target groups. If the majority of Lounasravintola Mango's target customer base eventually changes away from Facebook to another platform, the restaurant should follow.

4.3 Learning Outcomes of the Author

With this thesis, the author has received practice with her digital marketing skills. The author has previously produced a less detailed digital marketing plan on one of her courses at school for a different line of business. She feels like her knowledge on the subject has now increased immensely.

During the production of this thesis, the author learned that making a digital marketing plan needs a lot of customization depending on what type of company it is made for. In many cases, the tools for analyzing and advertising are the same, but what steps to take in marketing have to be thought out carefully. Lounasravintola Mango is a small business that wants to use only a few marketing platforms, which gave the author the chance to dive into these particular platforms in detail.

The author takes this thesis process as a great learning experience. She has learned not only about digital marketing, but also about herself. Having been a student for most of her

life so far, it amazed her how much she could still discover about which types of working methods suit her best. This became more evident as time went on and there were still parts of the thesis that were only nearly ready. What she found positive about this was that even though she prefers working on one subject at a time, she now knows that she is able to succeed in managing multiple small projects.

The author is looking forward to seeing if the digital marketing plan will be able to make the restaurant become more popular in the future. As she is in frequent contact with the commissioning party, this is very easy for her to follow. The author is also eager to help the commissioning party with anything concerning the marketing plan, or help with its implementation now after the thesis' completion, which is where the official work ends.

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6 Appendices

Appendix 1: Digital Marketing Plan

DIGITAL MARKETING PLAN



DETAILS OF AUTHOR

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Email: marita.ohanwe@gmail.com

COMPANY INFORMATION

Name: Lounasravintola Mango

Address: Mekaanikonkatu 5 21, 00880 Helsinki

Industry: Restaurant Industry

Products & Services: Lunch buffet, café services

This plan consists of guidelines, tools, analyzations and opinions to aid Lounasravintola Mango in their digital marketing. The restaurants internet traffic will multiply with developing the website, handling social media and search engine marketing and creating a weekly newsletter. This claim can be considered valid since Lounasravintola Mango doesn't have a prior digital marketing plan or a website, only a Facebook page.

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1 Strategy

Research

The company's existing customer base consists nearly fully of people who live or work nearby. The customer base can roughly be divided into three target groups:

- Retired people
- Employees from nearby car stores
- Construction workers

These groups are not formed by any specific marketing tactics towards them, but because of the location and the opening hours of the restaurant. The neighbourhood where Lounasravintola Mango is located is very peaceful. According to some of the customers, a lot of elderly people live in the area. Eating their lunch out might be more comfortable to some of them, since many might not have the energy to prepare their own lunch every day.

Viewing roughly from Google Maps, the area surrounding the restaurant has at least 17 car stores. It is easy to believe that most of the employees in these stores want to dine nearby in a place where they will get food right away. This can bring in a lot of customers for Lounasravintola Mango. The same can be noted about the construction workers; they are looking for a nice place nearby that allows them to eat plenty without having to wait for long and then continue with their work.

Content

When people go out to eat, they do not only pay for the food, they pay for the experience. This is why the colours, sounds, service and the overall ambience of the restaurant needs to be taken into consideration. In digital marketing, these things can be captured inside pictures and text.

The social media content of Lounasravintola Mango should preferably consist mostly of short, few-sentenced posts completed with a photo. The posts could either be informative, such as special offers and the weekly menus, or simply reminders for the followers to stop by for a nice meal. During holidays, season greetings to the customers can be sent from the staff.

New content should be posted 2-3 times per week. One of the posts is the next week's menu which would be preferable to post at the end of each working week (Friday). This way the potential customers can view what is served in advance and plan their next week's lunch accordingly. If they already know that there is something delicious coming up on a certain day, they might not even look at other lunch place options. On Monday, a reminder of the weekly menu could come in a form of a picture of that day's food and a welcoming message.

Each post should have the same style of writing and preferably be posted with pictures of the dishes mentioned in the text. The more appealing the picture, the more likely it is for the customer to choose to come and eat. High quality pictures can be ensured by investing in a good camera, proper lighting, angles and a thought out display for the food. Filters can be used if necessary, but the same ones should be used in all of the pictures to ensure a clean and professional looking social media feed. Since most of the modern smartphones can take photos that look professional for this purpose, it is not compulsory to invest in an expensive camera.

What could be done at times is adding pictures of the employees. The pictures should raise positive thoughts in the followers. Easiest way to achieve this is to smile. For a small restaurant with mostly local customers, having the employees be a part of the marketing strategy will give out a cozy feeling, like the customer would know them personally.

A warm and welcoming style of writing helps in building a positive image for the restaurant. This can be accomplished by words that give the impression that the staff would personally want the customer come over. For example: "On meidän ilomme että...", "Toivotamme teidät tervetulleeksi..." ("It is our pleasure to...", "We wish to welcome you..."). The occasional use of emojis can add to the image, such as the heart, or the smiling face.

This friendly and welcoming side can be especially important, considering a lot of elderly people visit the restaurant. While younger generations often value swift service with little to no verbal communication, older generations clearly value sociality and kindness in customer service. They enjoy that the person serving actually takes time and interest in them.

Since many of the elderly are frequent or even daily customers, the feeling of being taken in almost like a house guest is a great way to stand out from competitors. Some people say that if the service is excellent in a restaurant, the chance of them returning to is bigger, even in cases where the food wouldn't have been on the same level of greatness.

Interact

It would be preferable to have someone checking the Facebook page daily for comments and answering them. The content itself should engage the followers to like, share and comment by asking questions and creating competitions. The company's email should also be checked for any possible enquiries every day. Encouraging the customers face to face to like and comment social media content can give positive results.

2 Competitor Analysis

According to Google Maps, there are approximately 13 restaurants near the Siilitie underground station. The author tried to analyze many of their websites with a tool called Buzzsumo, but couldn't find any data on them. Therefore, she has done some general observations about how the competitors are appearing online. The competitors Facebook pages can be analyzed with Likealyzer in the same way as Lounasravintola Mango's page is analyzed in this digital marketing plan later on.

The Nepalese restaurant Ravintola Sunkosi had the highest points on TripAdvisor when comparing restaurants near Siilitie. It also has 5/5 stars in Eat.fi with 13 ratings. Ravintola Triangeli comes up first when writing "ravintolat Mekaanikonkatu" and Soppakoura and Scirocco come right after. There is no mention of Lounasravintola Mango yet, since no marketing actions have been started.

Ravintola Sunkosi and Triangeli appear to be Lounasravintola Mango's biggest competitors. Sunkosi serves ethnic food like Mango, and seems to be very popular. Triangeli is located right next door to Mango, which makes it a threat. Triangeli's price for a buffet is 9 €, whereas Sunkosi doesn't serve a buffet at all. Their lunch prices vary from 7,90 € to 12,90 €. Lounasravintola Mango's full lunch buffet price is 8,50 € and 6,50 € with soup, so pricewise Mango's competitiveness is very good.

3 SWOT-Analysis

SWOT-Analysis: Lounasravintola Mango	
Strengths: <ul style="list-style-type: none">- Both foreign and domestic food- Competitive pricing- Many companies within the area	Weaknesses: <ul style="list-style-type: none">- Lack of resources- Language barrier- Not much opportunity to expand the target market
Opportunities: <ul style="list-style-type: none">- Emphasizing health- Take-Away option- Hiring trainees- Participating in events	Threats: <ul style="list-style-type: none">- Multiple competitors within the area- Any bad reviews- Internet trolls

Figure 1. SWOT-Analysis of Lounasravintola Mango (Marita Ohanwe 2018)

Strengths

Both foreign and domestic food: this is unique and expands the clientele

Competitive pricing: the pricing is approximately 0,50 € lower than in the nearby restaurants

Many companies within the area: potential customers

Weaknesses

Lack of resources: not enough employees for increasing workload

Language barrier: communicating in Finnish can be difficult for the owner

Not much opportunity to expand the target market: due to the opening hours and the location, the current target groups are most likely the only ones in a long time

Opportunities

Emphasizing health: a separate “healthy”, or “light” option every day, plus gluten and dairy free options.

Take-Away option: some people like to order out, but eat in

Hiring trainees: advertising in restaurant industry schools for work placements. Example: a vocational school for cooks (Stadin ammattiopisto) is located within a 2 km distance from the restaurant.

Participating in events: festivals, fairs and gatherings

Threats

Multiple competitors within the area: there are approximately 13 lunch restaurants nearby

Any bad reviews: there is a chance someone won't consider eating in the restaurant if they see any negative comments

Internet trolls: competing restaurants or other sources can generate negative fake reviews online

4 The Website

Lounasravintola Mango does not have a website yet, but will have one in the near future. Once the website is ready and opened, the author recommends that Lounasravintola Mango would take into use the free online tool Google Analytics. The analytics snippet is placed into the coding of the website to help in tracking and measuring visitor data.

The author made a demo version for the upcoming website of Lounasravintola Mango using the web page creator SimpleSite. It is a prototype that can be used as a base for the real website.

The prototype contains five different sections:

1. Front page (Etusivu)
2. Weekly Menu (Viikon menu)
3. Café (Kahvila)
4. Picture Gallery (Kuvagalleria)
5. Contact Information (Ota yhteyttä)

A bar showing Lounasravintola Mango's Facebook feed is located on the right side of every section. Clicking it will open a separate tab on the browser that will send the visitor to the Facebook page. The goal is to have a site that is clear and simple and that is easy to look at. The viewer should effortlessly be able to find and access what they need.

Front page

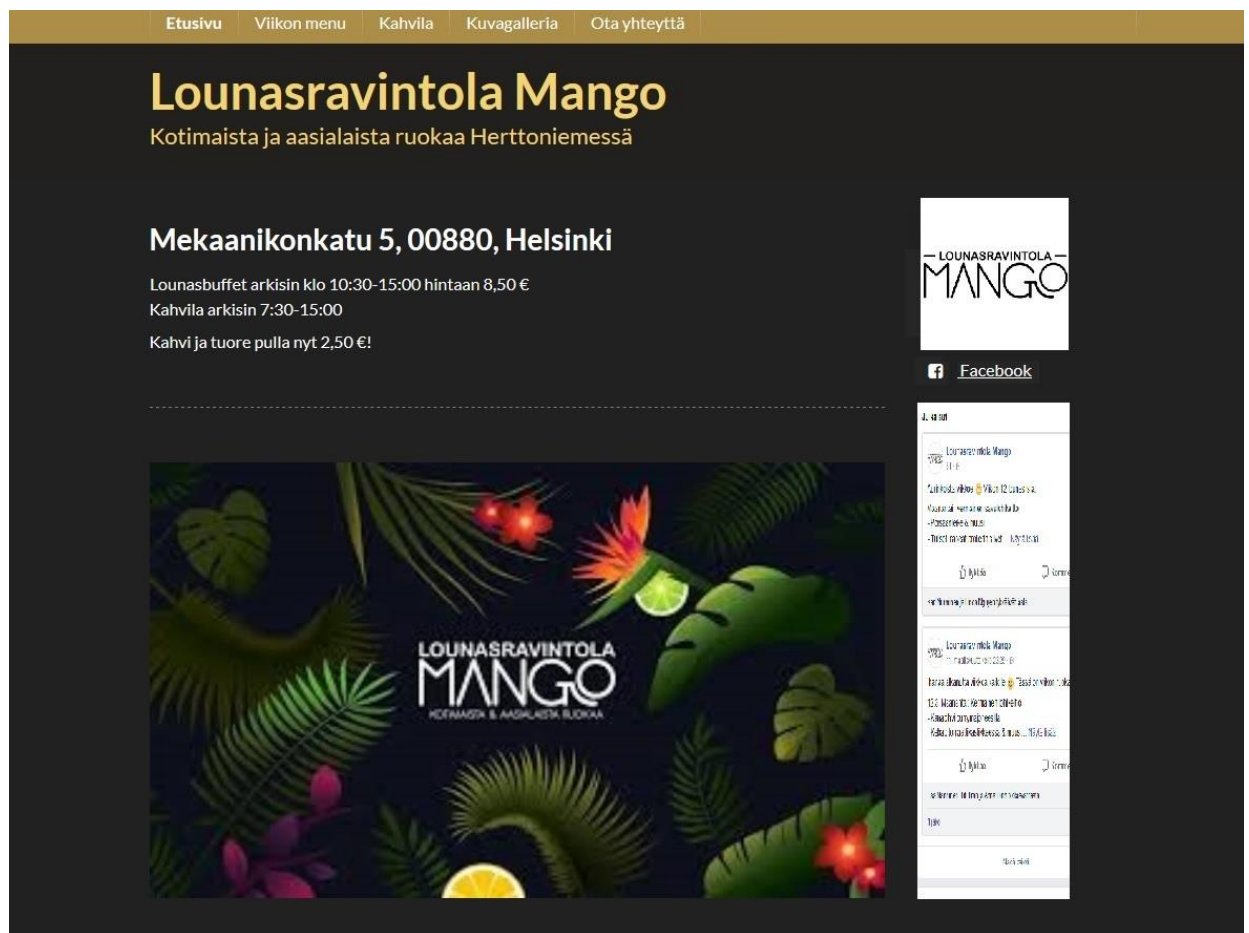


Figure 2. Lounasravintola Mango's Front Page (Marita Ohanwe 2018)

- The sections are placed on top of the page to make them easy to notice. The coloured bar makes them stand out from the background.
- The subtitle states what types of food you can expect to get from this lunch restaurant.
- Address, opening hours and prices are all found immediately upon opening the website.
- An inviting picture is located right after the most important information. It is a “mood-setter” for the website viewer, an important feature in creating the wanted style and image for the restaurant. The picture is large in size, so that it won't go unnoticed.

Weekly Menu

Etusivu Viikon menu Kahvila Kuvagalleria Ota yhteyttä

Lounasravintola Mango

Kotimaista ja aasialaista ruokaa Herttoniemessä

Viikon Menu

Tältä löydät tuoreimman menun. Tervetuloa herkuttelemaan!

Tällä viikolla tarjolla...

Vko 12

Maanantai:

- Kermainen savulohikeitto
- Porsaanleike & muusi
- Tuliset, rapeat broilerin siivet
- Kebab tomaattikastikkeessa
- Tofu
- Hapanimelä possu
- Paistettua riisiä ja kanaa

Tiistai:

- Bataatti-porkkanaseikeitto
- Seesamikanafilee
- Kermainen savulohispaghetti
- Chili con carne
- Uunijuurekset
- Naudanlihaa kasviksilla
- Porsaanwokki

Keskiviikko:

- Kanakeitto kookosmaidolla
- Silakkapihvi & muusi
- Jauhelihapihvi (nauta)
- Nakkistroganoff
- Tofu tomaattikastikkeessa
- Kanawokki
- Naudanliha bambulla ja sienillä

Facebook

Lounasravintola Mango

Lataa sovellus

Figure 3. Lounasravintola Mango's Weekly Menu Page (Marita Ohanwe 2018)

- Menus for the week are listed alongside a picture of one of the dishes. The picture gives an idea of what type of food to expect from the restaurant and it increases appetite.
- Number of the week is stated so that the viewer knows that the menu is up to date.

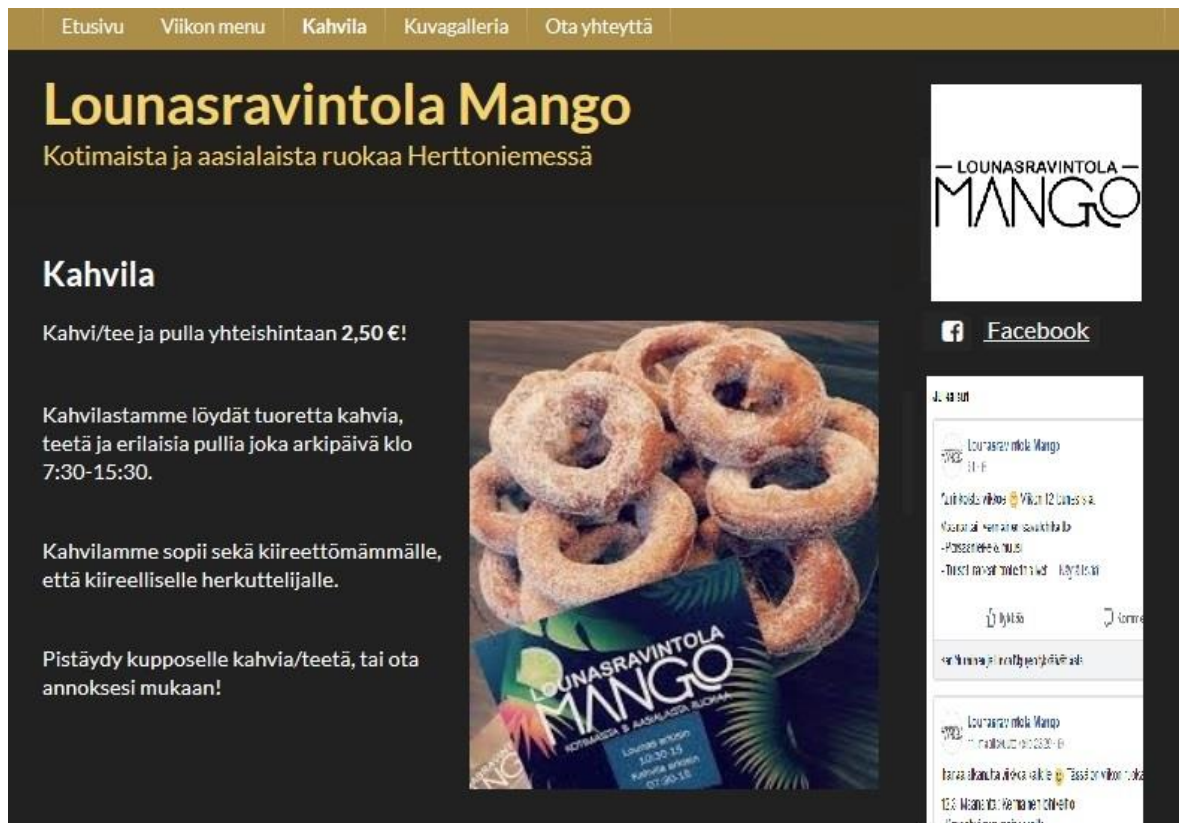


Figure 4. Lounasravintola Mango's Café Page (Marita Ohanwe 2018)

- An offer is stated at the very top of the page (coffee/ tea combined with a bun 2,50 €). The viewer now has an idea planted into their head of buying both, since the price isn't very high and the combination is less expensive in relation to buying just either one.
- The opening hours that were already seen on the front page are now repeated, with a brief narration of what kind of products are served in the café.
- The word "tuore" ("fresh") is commercially thinking an excellent word to use, if a restaurant can live up to the words promise. Everyone wants their food served fresh rather than stale and using this word will make the customer image a certain standard. The customer knows that he/ she won't be getting leftovers from the day before when visiting this café.
- There is a playful message stating that the café suits the needs of customers that want to take their time as well as the busy ones wanting their orders to go. Although these two options are available at nearly every café, stating it in a warm manner makes the viewer feel welcomed and that their needs have been taken into consideration.

Picture Gallery

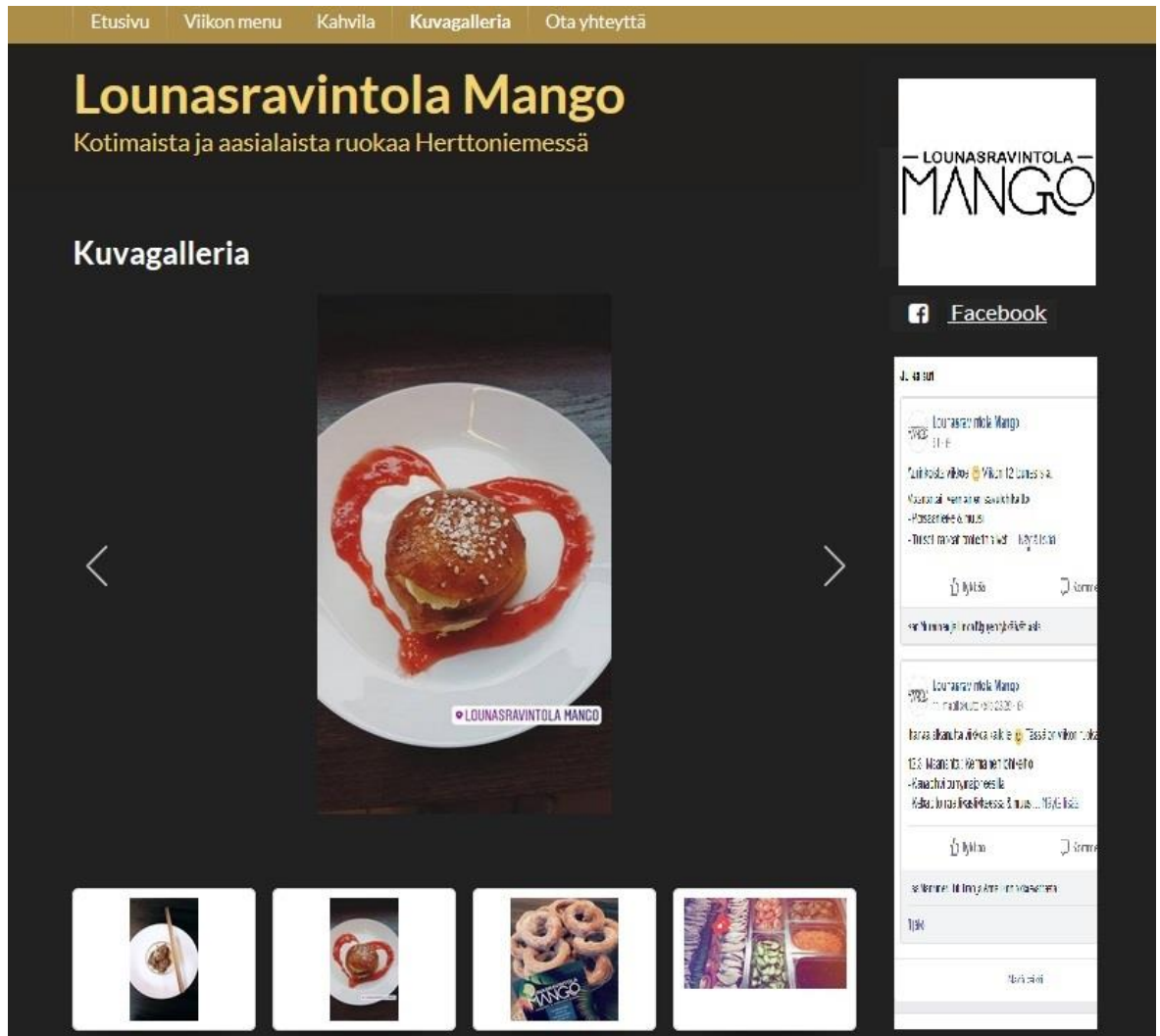


Figure 5. Lounasravintola Mango's Picture Gallery Page (Marita Ohanwe 2018)

- The gallery is a display of what the restaurant has to offer, so only the most representable pictures are added. Here, quality is more important than quantity.
- The pictures move on their own in a slideshow that the viewer can also pause and control by themselves.
- Eating in a restaurant is about more than just the taste for most people. Having mouth-watering pictures from the restaurant and café will make the viewers hungry even before they arrive.
- The viewers are often interested in seeing what the restaurant itself looks like. In many cases, this effects the decision of where they want to eat. Nice pictures from inside of Lounasravintola Mango can really make a difference in whether a customer comes there, or to the restaurant next door.

Contact Information

Etusivu Viikon menu Kahvila Kuvagalleria Ota yhteyttä

Lounasravintola Mango

Kotimaista ja aasialaista ruokaa Herttoniemessä

Ota yhteyttä:

Osoite: Mekaanikonkatu 5, 00880, Helsinki

Aukioloajat: Lounas ma-pe klo 10:30-15:00, kahvila ma-pe klo 7:30-15:00

Tel: [040-123 4567](tel:040-1234567)

Email: lounasmango@gmail.com

LOUNASRAVINTOLA MANGO

Facebook

Map Satellite Silver Retro Dark Night

Lounasravintola Mango, Mekaanikonkatu 5, Helsinki

Helsinki

Map data ©2018 Google Terms of Use Report a map error

Figure 6. Lounasravintola Mango's Contact Page (Marita Ohanwe 2018)

- The address, phone number, email and opening hours are all located at the top part of the page. The phone number and email have links that open when you click them, so that the viewer can contact the restaurant effortlessly.
- The map (powered by Google) is found at the bottom of the page. It shows the direct location of Lounasravintola Mango with a red sign. The view on the map can be moved around, zoomed into, or be viewed from a further distance. Having the map as an addition is more helpful than only having the written address. It helps the viewer to navigate to the restaurant easier.

Mobile

Mobile optimization should be considered important, since much of the traffic to the website will come through mobile devices. If the site doesn't function well on them, Lounasravintola Mango might lose customers to competing restaurants. People browsing search engines looking for a place to eat in a district with multiple dining options won't have the patience to wade through a difficult-looking website. They will most likely pick a restaurant with a website that is easy to navigate.

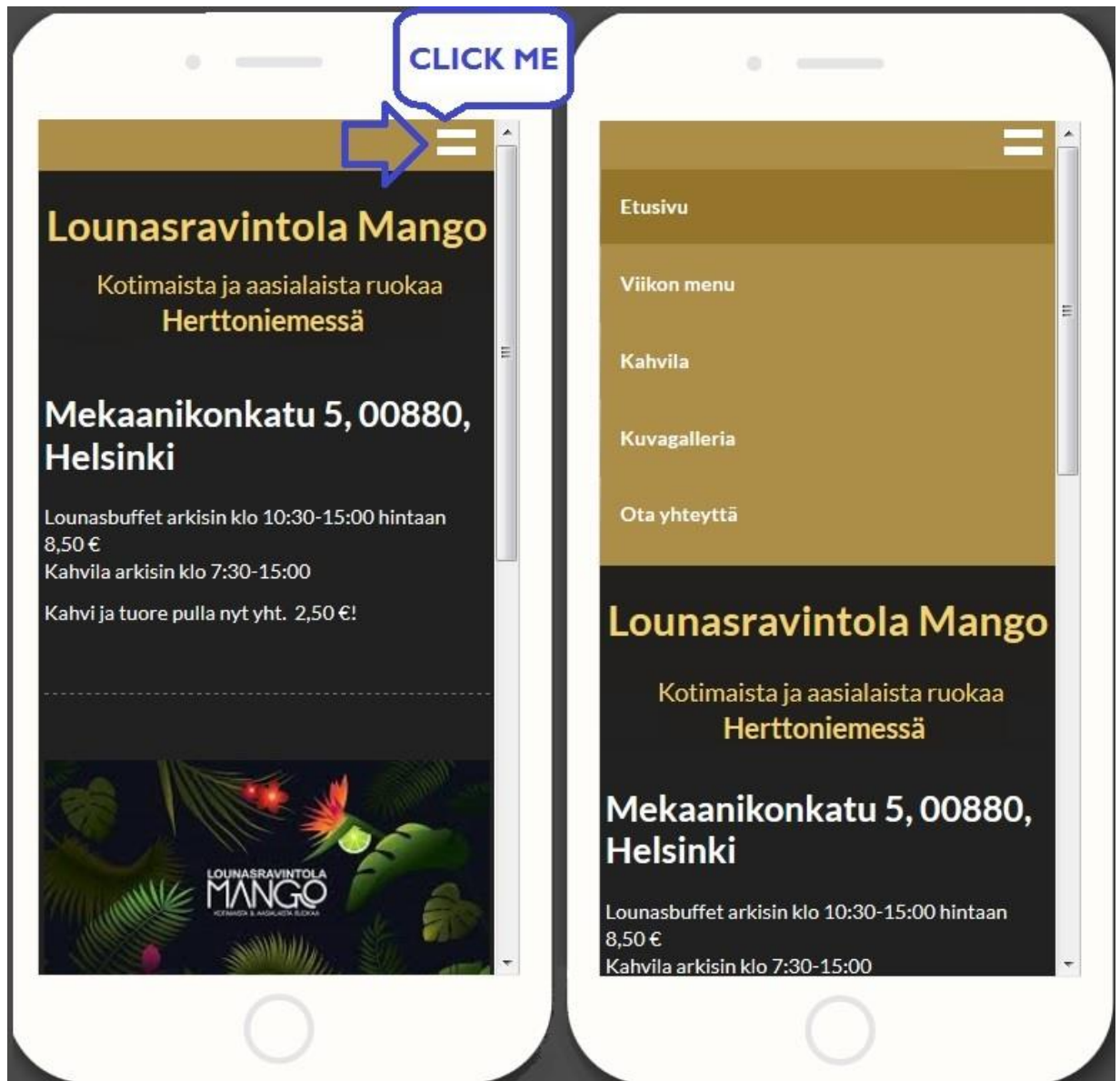


Figure 7. Lounasravintola Mango's Mobile Outlook (Marita Ohanwe 2018)

Figure 7 displays a picture of what the site will look like through the screen of a mobile phone. The front page shows all of the important information without any need to zoom in,

or out. Clicking open the symbol next to the pointing arrow will reveal the different sections of the website.

5 Facebook Analysis

Lounasravintola Mango's Facebook page is clear and simple. Their posting rate is 1-2 times per week and many posts include pictures of the food. The texts are written in a casual and friendly manner. Some effort is made to engage followers into conversation, for example by asking questions.

To analyze the success rate of the Facebook page, the author used the Facebook analyzing tool Likealyzer. Its use is free of charge and it can also be used on analyzing competitors' pages.

Lounasravintola Mango's statistics on Likealyzer:

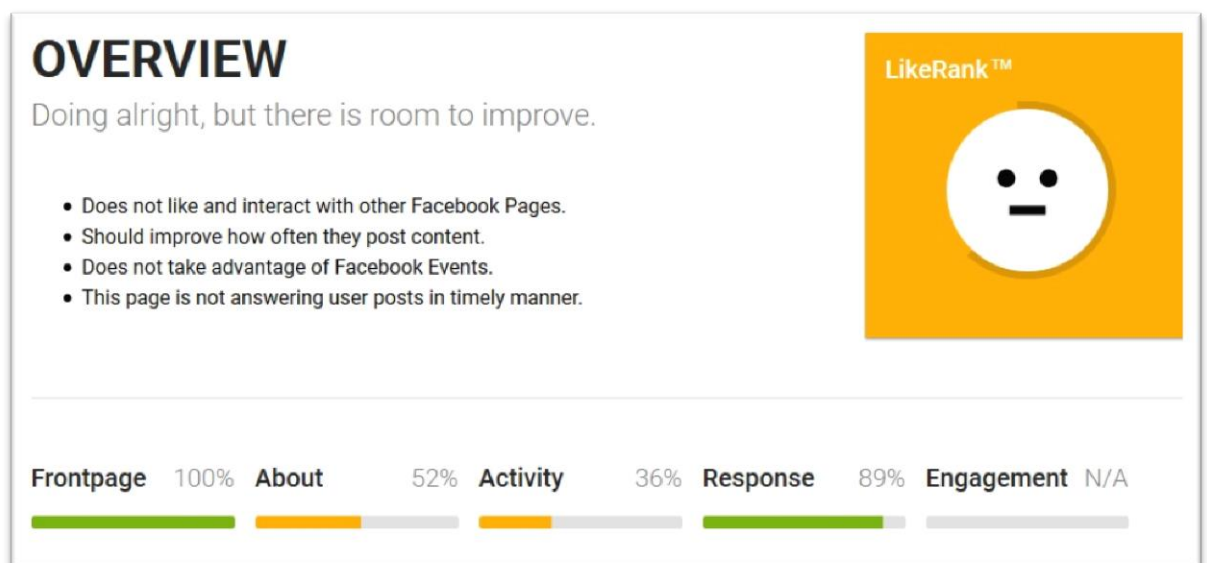


Figure 8. Lounasravintola Mango's Likealyzer Overview in March 2018 (Likealyzer 2018)

Lounasravintola Mango's average percentage is **69,25 %**.

Any site should have their average at least over 50 %, so the scoring is satisfactory. However, as it is stated on Likealyzer: "Doing all right, but there is room to improve."

Frontpage: "Gives visitors a great first impression."

The front page, which is the most visited part, includes everything that it needs to have: Profile picture and cover photo, username, the About-section and the Call to Action buttons. This gives the front page a full 100% score on Likealyzer.

About: “Can improve the amount of context and information they provide to visitors.”

The About-section scored only **52%**, meaning that almost half of the important information is missing. Although payment options, location, opening hours, food styles, restaurant specialties, email and address are provided, the rest of the information is partial. What are missing is the phone number, the website and the milestones of the restaurant.

Adding milestones will be easier after some time has passed. The restaurant is quite new and no notable breakthroughs have taken place yet. The phone number and website are not listed simply because they do not exist yet. They will both be taken into use in the near future, so that will automatically give this section better results.

Activity: “Some activity, but leaves followers wishing for more.”

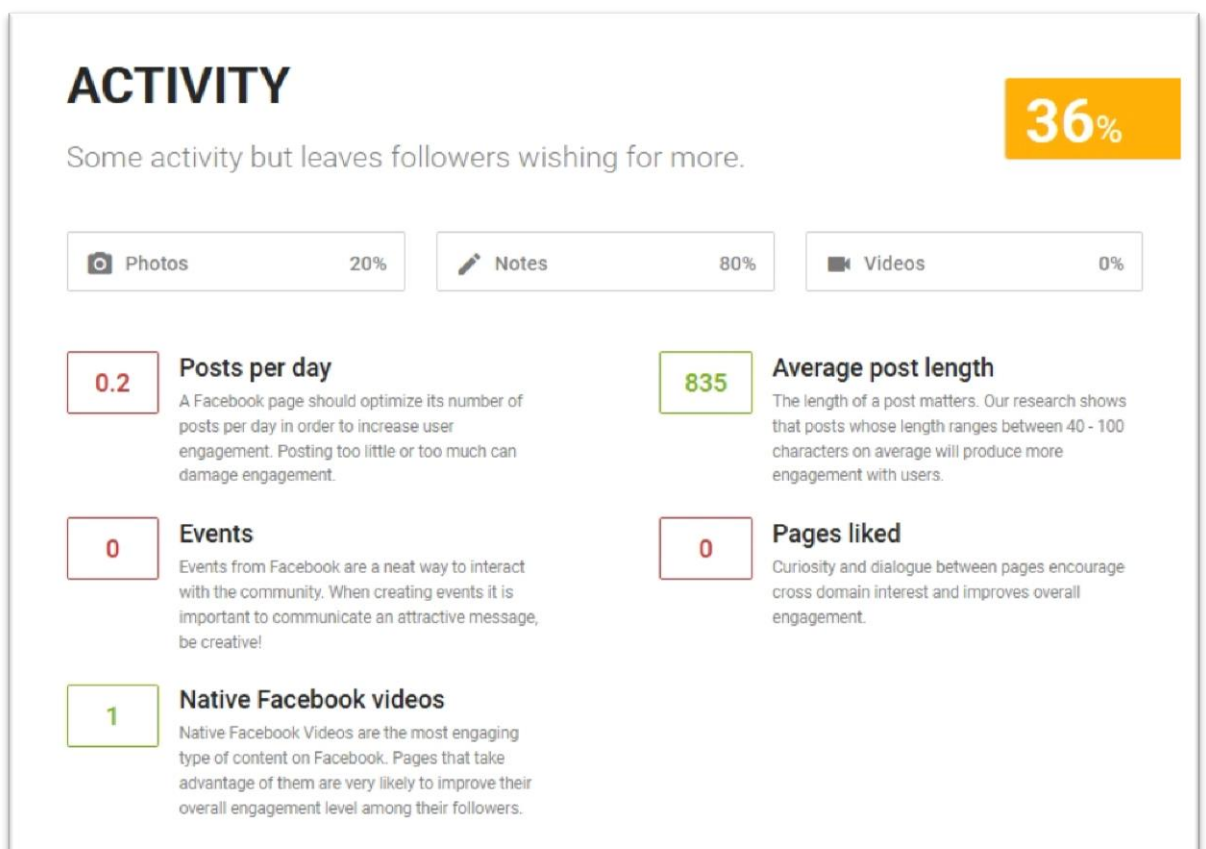


Figure 9. Lounasravintola Mango’s Likealyzer Activity in March 2018 (Likealyzer 2018)

Lounasravintola Mango has 0,2 post per day, 0 events, 1 Facebook video, average post length of 835 words and 0 pages liked. This in total gives the activity-section a low score of **36 %**.

One reason for this is that there is no one official person in charge of the social media yet.

Restaurant as a working environment is hectic and it might not come into one's mind to stop their tasks and start taking photos of the food. If one person would have a responsibility over all digital activity, the system would have a consistency.

Posting more often (around 2-3 times per week) is what needs to be done first. The texts should stay quite short in length, so that the followers have the patience to read them through. The current long length of the posts isn't a sign of poor social media skills in this case, since the length comes from having the long weekly menus written in as separate posts.

The one video that has been posted on the page engages the followers to choose their favourite from two types of pastries. These types of videos could be done once a week. Video showing the buffet table set and ready would also be a good way to get responses.

Lounasravintola Mango could benefit from liking the pages of the nearby companies. These companies have a lot of their existing customers and potential new ones. Liking posts and commenting will make the people remember the restaurant.

Response: "Doing well in responding to followers."

This section got **89%**, with a 100% response rate. Some minus came from the fact that it takes approximately 14 hours to respond. This can be changed once the restaurant gets its own official phone number. The Facebook application can be downloaded into the phone, so there will be notifications every time someone likes or comments content on the page.

Engagement:

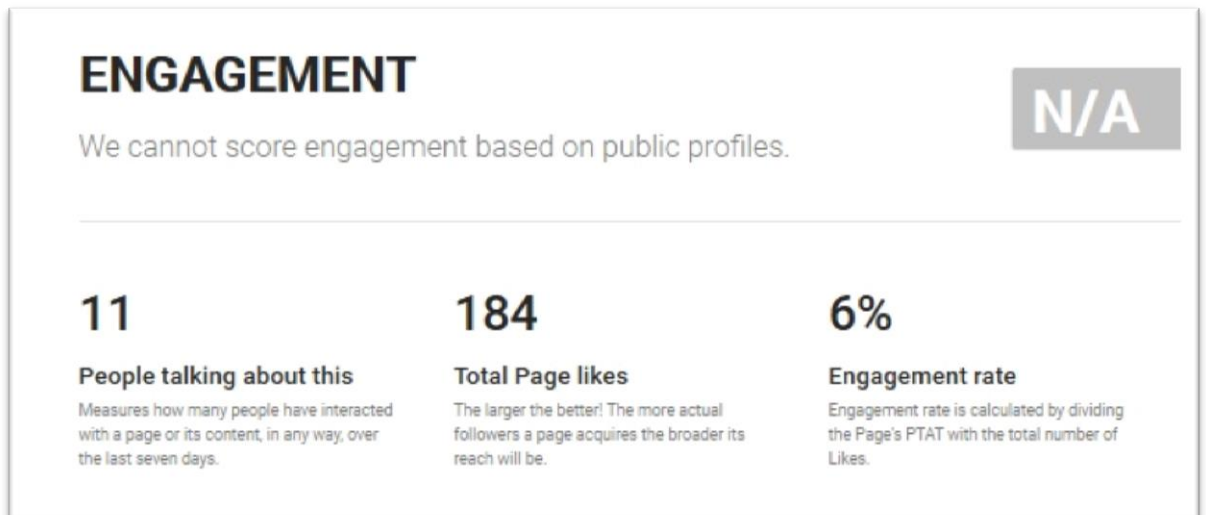


Figure 10. Lounasravintola Mango's Likealyzer Engagement in March 2018 (Likealyzer 2018)

Engagement rate is calculated by dividing the Page's PTAT with the total number of Likes. This number represents the ratio between the amount of people talking about a brand and the number of people that actually follow that brand on Facebook. (Laforest 2018)

What this calculation results into is that the engagement rate of the followers is very low. Only 6% of the 184 followers are interacting on the Facebook page. Interaction includes liking, commenting and sharing.

One way to get the engagement rate higher is to create posts which remind the followers to like and share the posted content. Asking general questions in the posts is effective, because it creates conversation. For example, asking what the followers consider their favourite dishes in Lounasravintola Mango. By answering, they could win something (a discount, a free coffee, etc.).

To summarize: engaging the existing market front on. Addressing the followers directly creates conversation. Encouraging the followers to like, share and comment on posts will gain the restaurant visibility on Facebook.

6 Marketing and Advertising

Paid advertising is very important for any running business. The Internet is a constantly growing entity, so more and more content is to be found every second of every day. In order for a restaurant to stand out, there is more that needs to be established than a well running website. The people need to find the restaurant and remember it.

Remembering a company's name often leads to people considering the company trustworthy. This is unless the name is strongly linked to a bad experience, or an all-around bad reputation. The buyer cycle has gone from the former 2-3 touchpoints to approximately 10-11, so putting effort into the company's image is essential. Customer touchpoints are points through which a company tries to reach out to the potential customer (ads, emails, reviews, etc.). The aim is to geo-target only individuals and companies in Roihuvuori and Herttoniemi area.

PPC-advertising (pay-per-click) is beneficial in making people remember the name of Lounasravintola Mango. PPC-advertising ensures that all of the money the restaurant uses for advertising truly goes into use. It could first be tested out with about 10% of the marketing budget.

Google AdWords

Google AdWords is Google's own system through which a website can execute pay-per-click advertising. There will be no additional fees; the only cost comes from ads that are clicked. Below are some examples of potential AdWords (Google's name for keywords) to find Lounasravintola mangos website:

1. Lounasravintola Mango
2. Ravintola Mango
3. Lounas Herttoniemi
4. Lounas Siilitie
5. Ravintola Herttoniemi
6. Ravintola Siilitie
7. Kahvila Herttoniemi
8. Kahvila Siilitie
9. Aasialainen ruoka Herttoniemi
10. Aasialainen ruoka Siilitie

Lounasravintola Mango would benefit from using Google AdWords. A person who searches for a restaurant online is already a potential customer. The person has the want and the need for the product, so reaching out to them is the only step to take. This makes Google AdWords a great tool for the restaurant.

There is a cluster of lunch restaurants nearby, so standing out is necessary. Using AdWords would help the restaurant in climbing to the top section of the search engine's list. With this, the restaurant will at the least gain attention of anyone searching for lunch options with the same keywords. Even in the case of the person choosing some other restaurant to eat, he/ she will likely browse the site of Lounasravintola Mango. He/ she will remember the name and if they like what they see, might visit some other time.

An example of a Lounasravintola Mango ad in Google:

[Suomalaisia ja Aasialaisia makunautintoja](#)

Mainos www.lounasravintolamango.fi

Monipuolinen buffetlounas sekä kahvila täynnä herkkuja.

Tervetuloa nauttimaan!

The same in English:

[Amazing Finnish and Asian Flavours](#)

Ad www.lounasravintolamango.fi

Wide-ranging lunch buffet and café filled with delicacies.

Come and enjoy!

The AdWords CPC (cost-per-click) is 2,50 \$ (approximately 2,10 €). AdWords can be tested with a small amount of money and see if it generates more traffic to the website.

Facebook Advertising

Facebook advertisements are shown only on Facebook and its affiliated companies. The ad can be changed quickly to suit the customer's interests and can be shown to the followers of competitors. Since Facebook is mostly used on mobile phones, at least mobile ads should be tested.

Creating a Facebook ad has been made very user friendly. There are clear instructions to every step and the ad can be customized in detail. This section of the marketing plan shows some of the most important steps.

Below is the starting screen of Facebook Ads after signing in with a Facebook account:

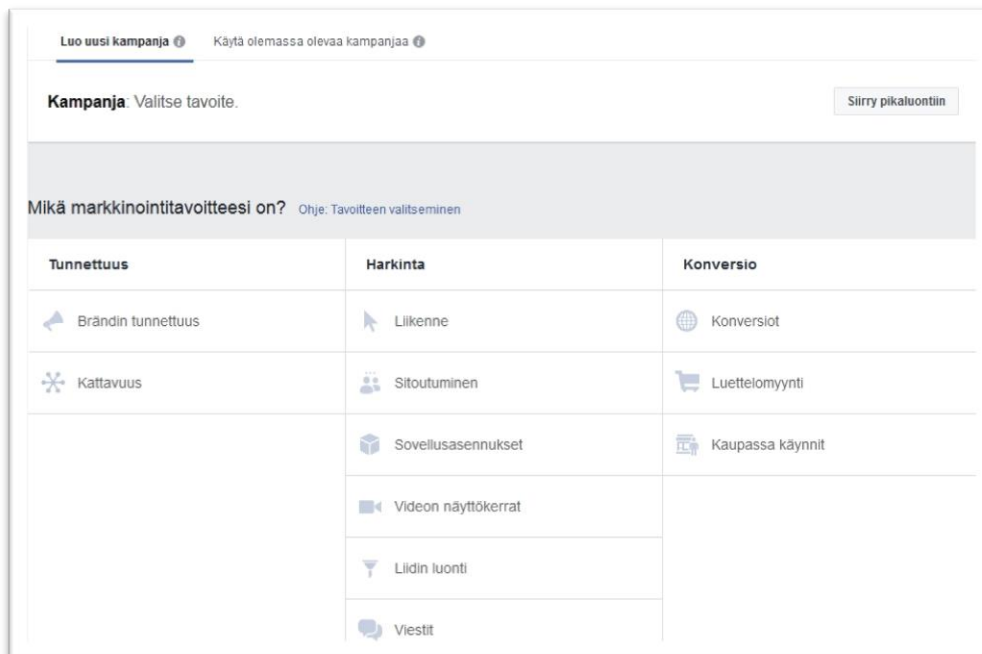


Figure 11. Lounasravintola Mango's Facebook Advertising 1 (Facebook 2018)

First step to take is to select a marketing goal (Markkinointitavoite) from the list. One can get more information about the different options by clicking on them. Once choosing, a person can select a name for their campaign. It is good to have the launching date of the ad in the name, so that one can effortlessly browse through all of their campaigns and remember which one is which.

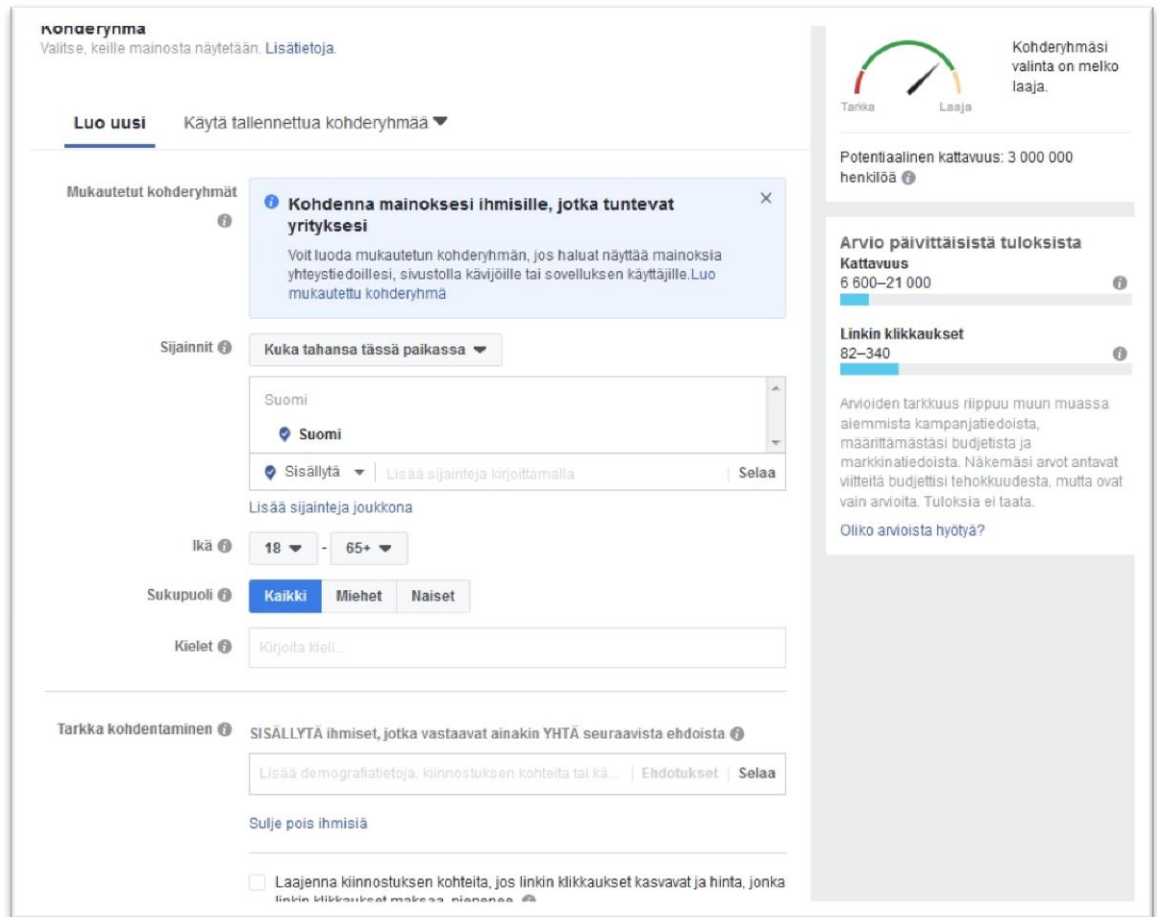


Figure 12. Lounasravintola Mango's Facebook Advertising 2 (Facebook 2018)

One can select the target audience for the ad in this step. The more specific the target group is, the better. This way one can reach the people who are actually interested in the campaign/ product and the advertising would be most effective. The area for advertising could be at a 10 km range around the restaurant's address, Mekaanikonkatu.

One can choose from options such as age, gender, location, spoken languages and pages that the targeted groups or their friends have liked. For Lounasravintola Mango, the optimal settings would be the age group 18-65+, both genders, Herttoniemi and Roihuvuori area, Finnish and English languages and interests such as lunch restaurants, cafés and Vietnamese cuisine.

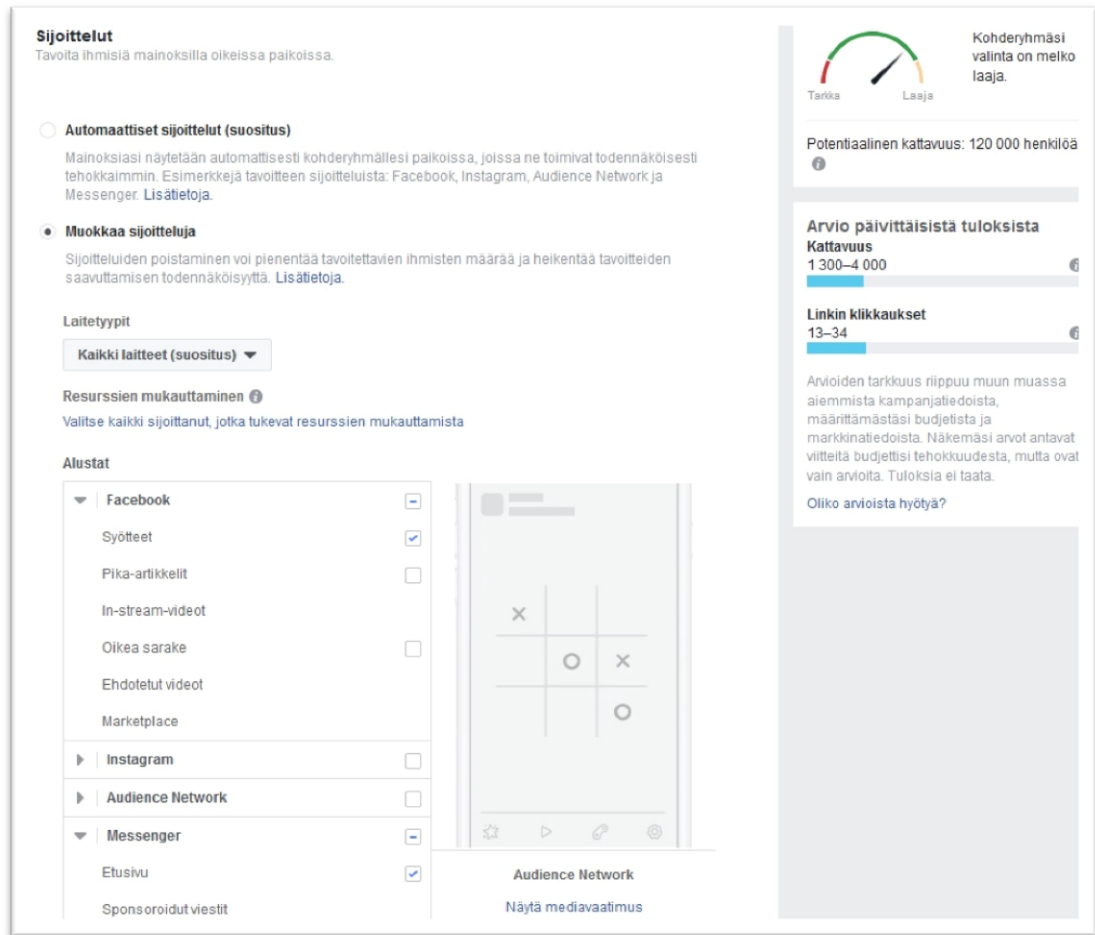


Figure 13. Lounasravintola Mango's Facebook Advertising 3 (Facebook 2018)

Ad placement (Sijoittelut) allows a person to choose which section of the Facebook page they want the ad to be located in. One can choose options from Facebook, Instagram, Audience Network and Messenger. The Facebook's feed option and the ad on Facebook's Messenger will be the ones used for Lounasravintola Mango, since the only social media channel the restaurant uses is Facebook.

Placing the ad on the feed makes it unmissable to the person scrolling and it also costs less than putting it onto the right column. Facebook Messenger ads are quite new and they are worth giving a try. The ad appears into the chat window of Facebook whilst conversation, making it difficult to miss.

Facebook also allows the user to select if they want the ad to run only on computer or mobile. In mobile, the user can choose if they want it to run only on iOS, or Android systems. The quantitative customer survey for Lounasravintola Mango (answers collected during the weeks 12-13, 2018) results stated that 10/15 of the participants use mostly their

mobile phones for internet browsing. Therefore, the ad for Lounasravintola Mango could first be tried only on mobile devices.

Budjetti ja aikataulu
Päätä, kuinka paljon haluat käyttää rahaa ja milloin haluat mainostesi näkyvän.

Budjetti
5,00 € EUR

Todellinen päivittäin kulutettu määrä saattaa vaihdella.

Aikataulu Esitä mainosjoukkoani jatkuvasti tästä päivästä alkaen
 Määritä alkamis- ja päättymispäivä

Alkaa
Loppuu
(Helsingin aika)

Mainoksiasi näytetään **30 päivää**. Käytät korkeintaan **150,00 €**.

Mainosten jakeluun optimointi

Tarjouksen määrä Automaattinen - Anna Facebookin määrittää tarjous, jolla saat suurimman määrän linkin klikkauksia parhaaseen hintaan.
 Manuaalinen - Määritä tarjous sen perusteella, minkä arvoinen tulos (linkin klikkaukset) on sinulle.

Laskutus Näyttökerta
 Linkin klikkaus (CPC)

Mainosten aikataulu Näytä mainoksia koko ajan
 Näytä mainoksia aikataulun mukaan

Näyttötyyppi Tavallinen - Näytä mainoksia koko valitun aikataulun ajan (suositus).

Figure 14. Lounasravintola Mango's Facebook Advertising 4 (Facebook 2018)

When one is running an ad for the first time, the budget can be set quite low since it is still on its testing phase. For Lounasravintola Mango, 5 euros could be a good daily budget for a one month period. If the daily budget is used to its maximum, the cost for one month's ads would be 150 euros.

Pay-per-click ads in Facebook have proven themselves to be effective in creating immediate and consistent traffic to the desired website. The use of large, attractive images will draw attention to the ad. The CPC of a Facebook ad is only 0,80\$ (approximately 0,67 €), so it is quite inexpensive.

Remarketing

Remarketing allows the ads of Lounasravintola Mango to be shown on other websites to people who have previously visited Mango's website. If the consumer sees the ads often, the possibility of them visiting the restaurant grows.

These website visitors are all potential customers of whose contact information the restaurant doesn't have. Remarketing allows Lounasravintola Mango to do follow-up actions on possible buyers. Only a cookie is needed to be placed on the landing page. Remarketing is free of charge, so there is no need to worry about financial losses.

Cookies are small files that a web server automatically sends to your computer's web browser (think Firefox, Safari, Internet Explorer) when you browse certain websites. Cookies are stored as text files on your hard drive, and servers access them when you return to web sites you've visited before. The information in the cookie file travels back and forth between the browser it's stored on and the websites you visit. (Berke 2010)

When you visit a site you've been to before, your browser automatically sends the original cookie that was stored back to the site you're visiting, allowing that website to recognize your computer and tailor your online experience accordingly. (Ibid. 2010)

Email Marketing

Often if there is a restaurant nearby companies, the companies are interested in getting the restaurant's weekly menus to their emails. When sending the email on Friday of the week before, the receiver already knows what to expect for lunch for the upcoming week. It would be wise for the restaurant to start sending the menus as weekly newsletters. The letter should also contain information on discounts, special occasions, or seasonal greetings.

There are various online tools for creating newsletters and email lists, from which one of the most popular is MailChimp. MailChimp is free to a point of 12 000 emails per month and 2000 subscribers in total, which is enough for a small company like Lounasravintola Mango. It would be recommendable to create only one subscriber list and then add any possible groups under that list.

These groups can consist of individuals and companies that have a special discount, for example. This way the restaurant can segment the subscribers and send targeted campaigns only to a selected audience if needed.

MailChimp's Email Design Guide shows all of the steps into what type of newsletters one would want to create. There are guidelines on content, templates, identity, colours, images, layouts and fonts. For inspiration, they also offer a gallery of what some of their client's newsletters look like.

The email can be timed to be sent at any hour, which could preferably be around 10:00 on Friday morning for Lounasravintola Mango. Most of the work places nearby are open and most of the individual customers awake at that time. Sending the mail at 10:00 can also remind the receiver of Lounasravintola Mango just before their lunch time. Even though the letter's content itself would be about the upcoming week, this way it can increase the amount of customers also during that day.

It is important to remember to test the email before sending it to groups of people. The mail can be previewed in both computer and mobile format.

The newsletters can be analyzed by MailChimp's tracking and reporting data. There you can see how much your subscriber list has increased or decreased in size and how many of the emails sent have actually been opened.

In order for the restaurant to send a newsletter, the receiving party needs to sign up for it. Email addresses for this can be collected by leaflets and pens in the restaurant, talking to the customers directly and advertising the letter on Facebook and on the website. MailChimp can be integrated into both, so their subscription forms can easily be placed on these sites. Any created advertisements should also contain a subscription link.

7 Handling Reviews

TripAdvisor and Eat.fi are some of the most popular restaurant reviewing platforms used in Finland. The restaurant can encourage customers to leave reviews onto channels and onto Lounasravintola Mango's Facebook page. Favourable reviews can give a positive impression of the restaurant to the customer even before he/ she enters it.

Customer word of mouth is very important. Many believe the opinions of people in the same position as themselves rather than a company's own advertising, which is quite often biased. Reviewing sites and internet conversation threads are considered the very trustworthy sources to find objective reviews for many people.

Answering reviews can give the restaurant an opportunity to give out a great impression. If people give compliments on the food and service, giving a thank you can increase their satisfaction even further. If someone leaves a negative comment, the restaurant has the chance of explaining the situation and apologizing publicly. This way everyone can see that criticism is taken seriously and handled accordingly.

8 Bibliography

Berke, A. 2010. How do Cookies Work? URL: <https://blog.adroll.com/product/how-do-advertising-cookies-work>. Adroll. Accessed: 20 April 2018

Laforest, T. 2018. How is the Engagement Rate Calculated? URL: <http://docs.likealyzer.com/support-questions/how-is-the-engagement-rate-calculated>. Likealyzer. Accessed: 20 April 2018

Appendix 2: Digital Marketing Plan Summarized

DIGITAL MARKETING PLAN-SUMMARIZED VERSION

- Post new content 2-3 times a week
- Write posts with positive messages and attitude
- Use a lot of pictures (food, staff, surroundings)
- Have consistency in the photo editing (preferably same filters on each post)
- Check for new comments and messages daily
- Update the upcoming menu on Facebook, website and the email newsletter on every Friday
- Update the website's picture gallery from time to time
- Update contact information and opening hours on every platform, if changes occur
- Any visual modifications done to the website should also be checked on a mobile device
- Run a Facebook analysis from time to time on Likealyzer (also on competing restaurants)
- Test out different AdWords if the examples don't help in generating more traffic
- Test an ad on Facebook. If you want to, expand the ad's running time and budget if the test run is successful
- Use remarketing. It is free advertising- why not? 😊
- Update and analyze newsletter lists and groups from time to time. Encourage customers to order the newsletter.
- Create user profiles for Eat.fi and TripAdvisor to go through reviews and to answer them (in a way that fits the restaurant's wanted image and common courtesy)
- Follow what the competitors are doing on their social media and websites
- Keep an eye on any possible trends hitting social media and the restaurant industry, especially if they include something about the restaurant's target groups. Apply these trends if you find them useful.



ASIAKASKYSELY

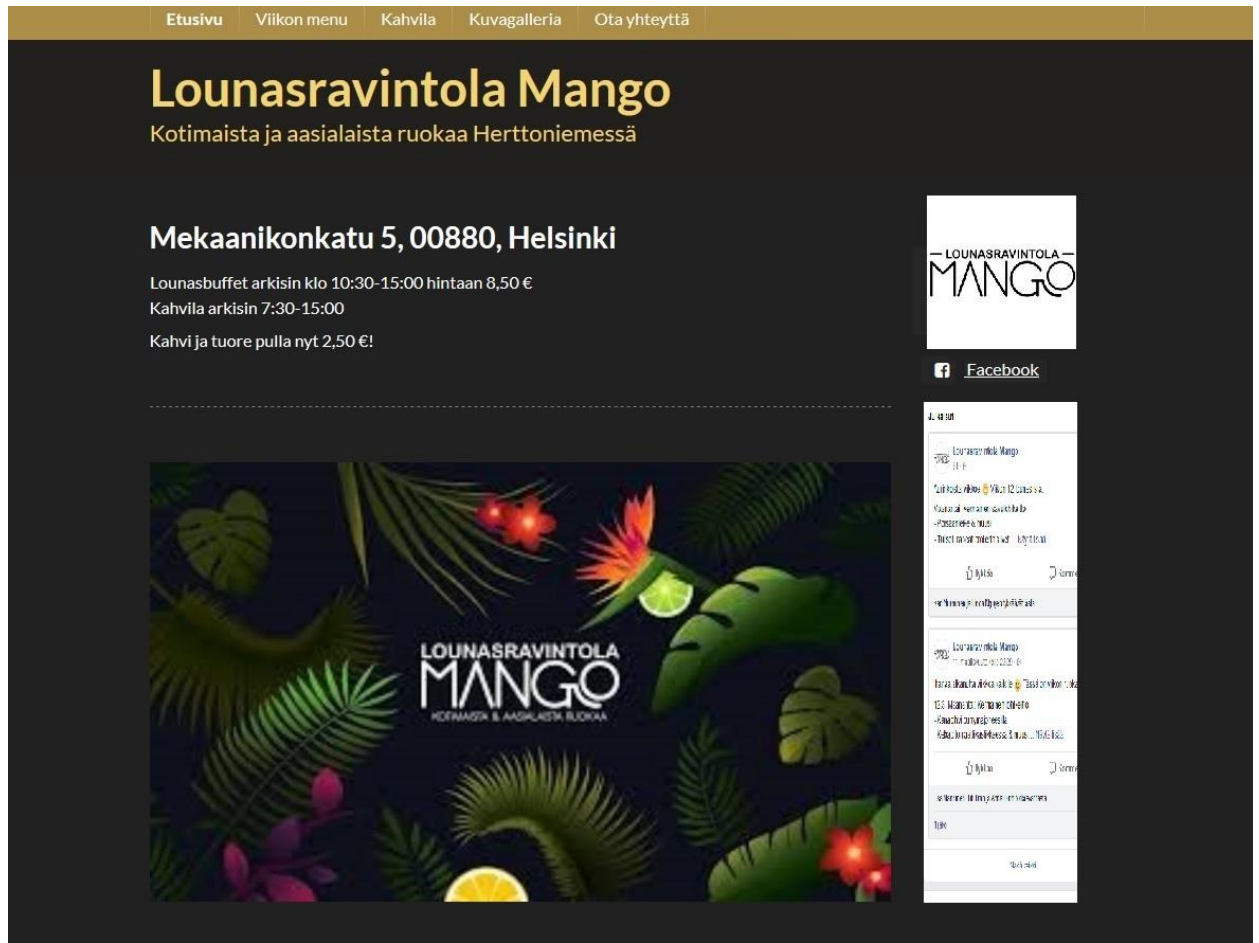
Kehitämme parhaillaan Lounasravintola Mangolle nettisivuja ja haluaisimme kuulla teidän mielipiteitänne niistä. Seuraavilla sivuilla on kuvia jokaisesta eri suunnitellusta osiosta, joista voitte tehdä oman arvionne (sisältö, visuaalinen ilme, selkeys).

Haluaisimme tämän lisäksi vielä kysyä muutaman kysymyksen jo olemassa olevasta Facebook-sivustamme.

Kysely kestää pari minuuttia.

Kiitos jo etukäteen! 😊

ETUSIVU:



Anna arvosana asteikolla 1-5 (1 huonoin, 5 paras):

1. Sisältö:
2. Visuaalinen ilme:
3. Selkeys:
4. Muuta (kirjoita alla olevaan tekstikenttään vapaasti):

VIIKON MENU

Etusivu Viikon menu Kahvila Kuvagalleria Ota yhteyttä

Lounasravintola Mango

Kotimaista ja aasialaista ruokaa Herttoniemessä

Viikon Menu

Täältä löydät tuoreimman menun. Tervetuloa herkuttelemaan!

Tällä viikolla tarjolla...

Vko 12

Maanantai:

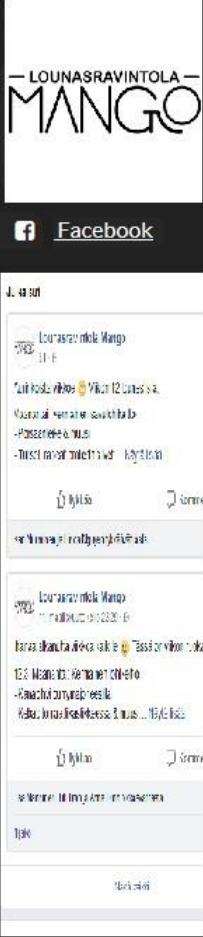

- Kermainen savulohikeitto
- Porsaanleike & muusi
- Tulliset, rapeat broilerin siivet
- Kebab tomaattikastikkeessa
- Tofu
- Hapanimelä possu
- Paistettua riisiä ja kanaa

Tiistai:

- Bataatti-porkkanasekeitto
- Seesamikanafilee
- Kermainen savulohispaggetti
- Chili con carne
- Uunijuurekset
- Naudanlihaa kasviksilla
- Porsaanwokki

Keskiviikko:

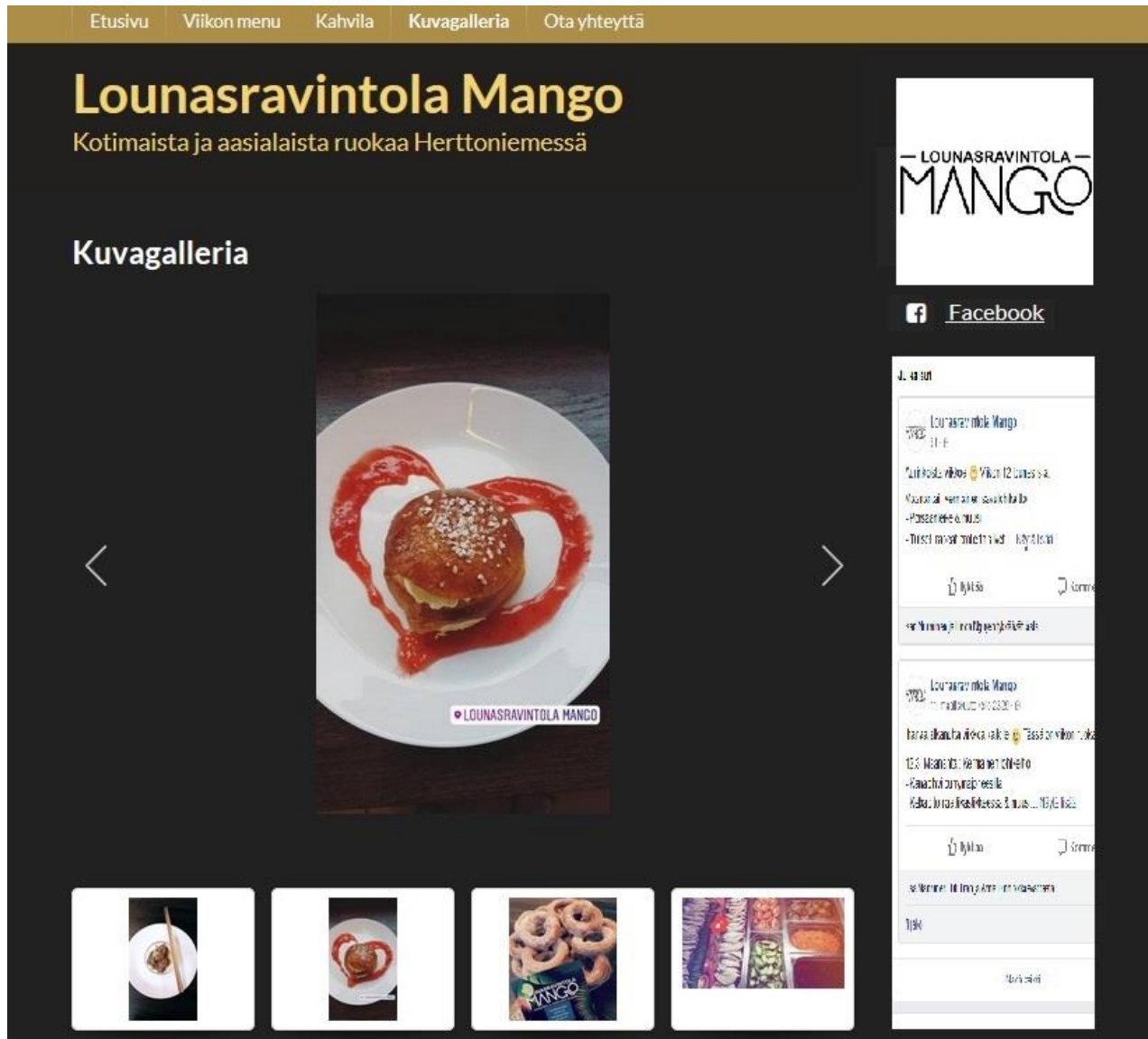
- Kanakeitto kookosmaidolla
- Silakkapihvi & muusi
- Jauhelihapihvi (nauta)
- Nakkistroganoff
- Tofu tomaattikastikkeessa
- Kanawokki
- Naudanliha bambulla ja sienillä



Anna arvosana asteikolla 1-5 (1 huonoin, 5 paras):

1. Sisältö:
2. Visuaalinen ilme:
3. Selkeys:
4. Muuta (kirjoita alla olevaan tekstikenttään vapaasti):

KUVAGALLERIA



Anna arvosana asteikolla 1-5 (1 huonoin, 5 paras):

1. Sisältö:
2. Visuaalinen ilme:
3. Selkeys:
4. Muuta (kirjoita alla olevaan tekstikenttään vapaasti):

OTA YHTEYTTÄ

Etusivu Viikon menu Kahvila Kuvagalleria Ota yhteyttä

Lounasravintola Mango

Kotimaista ja aasialaista ruokaa Herttoniemessä


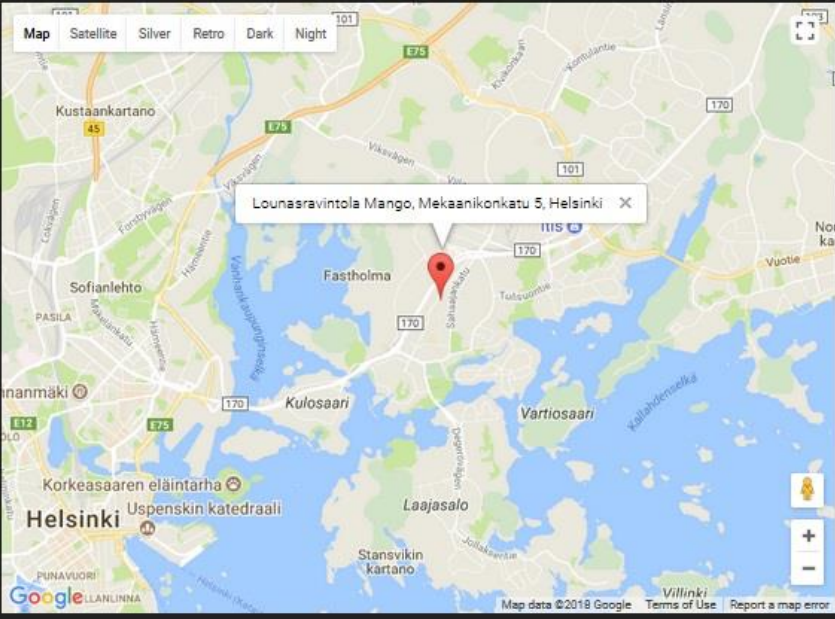
Ota yhteyttä:

Osoite:
Mekaanikonkatu 5, 00880, Helsinki

Aukioloajat:
Lounas ma-pe klo 10:30-15:00, kahvila ma-pe klo 7:30-15:00

Tel: [040-1234567](tel:040-1234567)

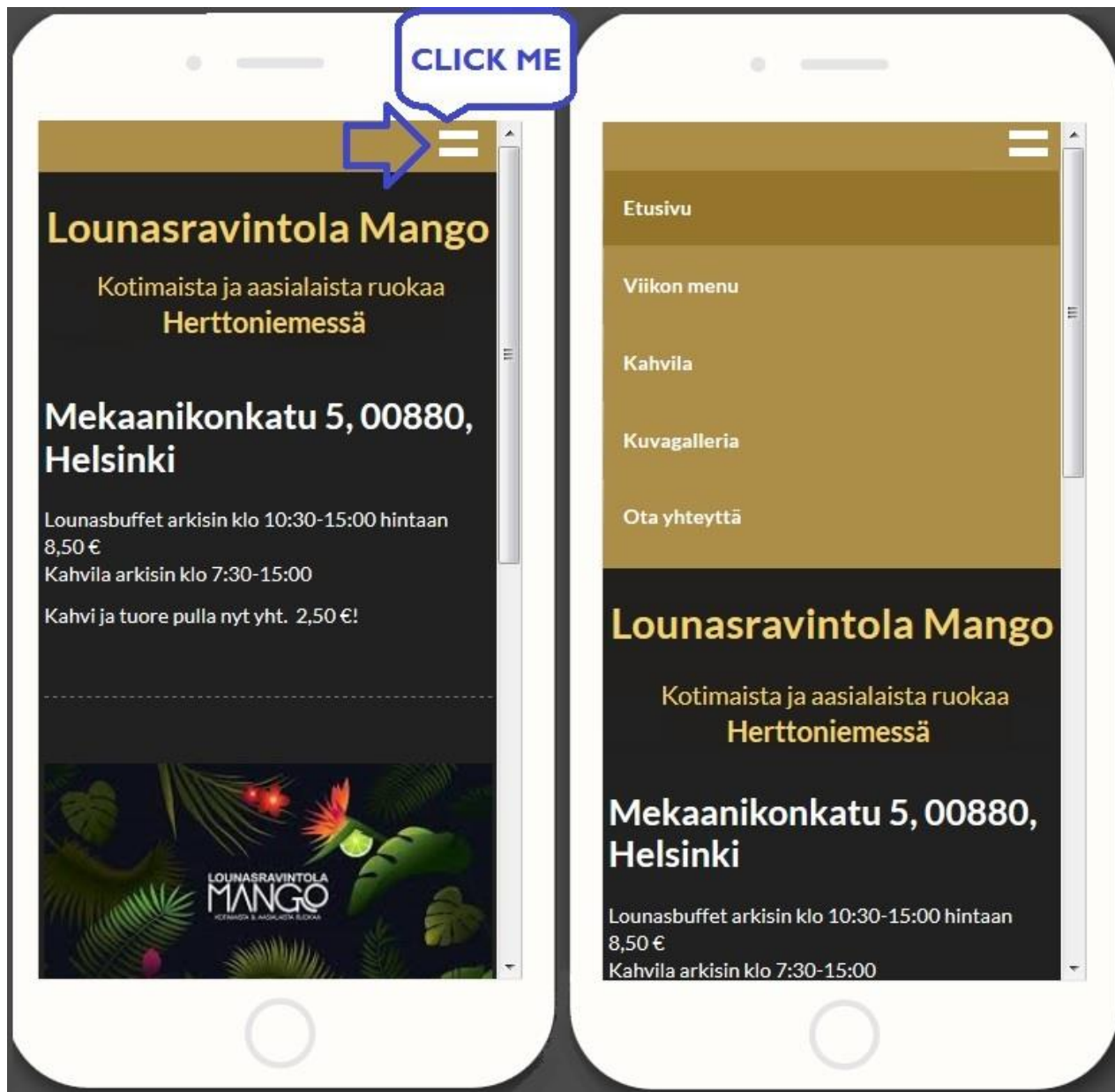
Email: lounasmango@gmail.com



Anna arvosana asteikolla 1-5 (1 huonoin, 5 paras):

1. Sisältö:
2. Visuaalinen ilme:
3. Selkeys:
4. Muuta (kirjoita alla olevaan tekstikenttään vapaasti):

MOBIILI



Anna arvosana asteikolla 1-5 (1 huonoin, 5 paras):

1. Sisältö:
2. Visuaalinen ilme:
3. Selkeys:
4. Muuta (kirjoita alla olevaan tekstikenttään vapaasti):

1. Käytätkö internetin selaamiseen mitä näistä laitteista eniten?

(Rengasta mieleisesi vastaus)

Kännykkä

Tabletti

Kannettava tietokone

Pöytätietokone

Onko nettisivujen joku osio mielestäsi turha? Jos on, niin miksi?

2. Onko jotain mitä kaipaisit nettisivulle, mitä emme ole ottaneet vielä huomioon?

FACEBOOK

Seuraatko Lounasravintola Mangoa Facebookissa?
(Rengasta mieleisesi vastaus)

Kyllä

Ei

Minkälaista sisältöä haluaisit nähdä Facebook-sivulla? Voit valita useamman kuin yhden. (Rengasta mieleisesi vastaus)

Viikon ruokalistat

Ruokakuvia

Kilpailuja

Ruuanvalmistukseen liittyvää asiaa

Videoita

Muuta, mitä?: _____

Kuinka usein Lounasravintola Mangon pitäisi mielestäsi julkaista uutta sisältöä? (Rengasta mieleisesi vastaus)

Kerran viikossa

2-3 kertaa viikossa

Kerran kuukaudessa

Joka päivä