

Developing and implementing a strategic social media content plan for a local restaurant.

Sofya Akulshina



Author(s) Sofya Akulshina	
Degree programme International Business	
Report/thesis title Developing and implementing a strategic social media content plan for a local restaurant.	Number of pages and appendix pages 47 + 4
<p>This is a project-based thesis for a Helsinki restaurant, Broo Pizza Bar. The project objective was to create a strong social media presence. The restaurant already had social media; however, the project aimed to enhance it and make social media branding stronger and content more engaging.</p> <p>The thesis describes the consequent steps of the project, starting from an analysis of the commissioning company and its current status of online communication. The strategy was then developed based on the theoretical framework on social media marketing, branding, Instagram, and content marketing in the restaurant industry. Content creation was the following step; images, videos, and graphics. In the last phase of the project, the plan was implemented, and the success is analyzed.</p> <p>As a result of the project, the restaurant gained more engagement and reach and has a strong Instagram profile that supports brand identity.</p>	
Keywords Social media marketing, content marketing, branding, communication.	

Table of contents

1	Introduction.....	1
1.1	Background.....	1
1.2	Project objective.....	1
1.3	Project scope	3
1.4	Benefits	5
1.5	Key concepts	5
1.6	Case company	6
1.7	Project management methods & report structure	6
2	Strategic social media content as a marketing tool for restaurant businesses.....	8
2.1	Social media marketing	8
2.1.1	Social media trends 2020 (before COVID-19).....	9
2.1.2	SOSTAC digital marketing planning model	10
2.2	Brand and branding	11
2.2.1	Brand identity.....	12
2.2.2	Social media branding.....	14
2.3	Platform: Instagram	18
2.4	Content marketing in the restaurant industry	19
2.4.1	Content types.....	21
2.4.2	Optimal times to post content.....	23
2.4.3	Hashtag strategy	24
2.5	Summary.....	25
3	Analysing the brand and its current status of online communications	26
3.1	Process of analyzing.....	26
3.2	Results	27
4	Developing a content plan.....	30
4.1	Process of developing a plan	30
4.2	Finalized content plan.....	30
4.3	Content plan summary.....	33
5	Creating the content.....	34
5.1	Process of content creation	34
5.2	Result: Created content.....	35
5.2.1	Food images	35
5.2.2	Video content.....	36
5.2.3	Menu	37
5.2.4	Written content	38
6	Implementing the plan, prepared in the PT 4.	40
6.1	Process	40

6.2	Success analysis	41
6.3	Implemented plan	42
6.4	Success analysis results.....	43
7	Discussion	45
7.1	Key outcomes	45
7.2	Recommendations.....	46
7.3	Reflection on learning.....	46
	References.....	48
	Appendices.....	54

1 Introduction

This is a commissioning project type of a bachelor's thesis for the Degree Program in International business in the major specialization of CRM & Communication, taught at Haaga-Helia University of Applied Sciences. This chapter introduces the purpose of the thesis, its project objectives, and tasks, as well as describes risks, key concepts, benefits, and the commissioning company.

1.1 Background

Over the last years, usage of social media has risen dramatically, both by users and companies. Including social media platforms in the marketing strategy is essential to survive in the modern highly competitive world. "With a majority of audiences actively using social media, we need to meet our audience where they are" (Marketo 2019b). As borders and distance do not limit social media, it is crucial not only for international companies but also benefits small local businesses. According to Sprout social index (2016), 75% of people have purchased something because they saw it on social media, while 60.7% said that they need to see something 2-4 times on socials to purchase it. Brand's strong online presence with a clear strategy and creative content can promote the loyalty of existing customers and attract new ones.

As an aspiring marketing professional, I'm very interested in the shift of "classic" marketing and advertisement to the digital and virtual world. While businesses and technologies are rapidly changing, it is vital to stay up to date with the current trends and be able to meet customers where they are at the moment. The times of printed advertisements and TV commercials have passed. Now it is an era of targeted digital ads and social media content marketing.

I have been invited to work with the local pizza restaurant in Helsinki, Broo Pizzabar. After two successful years on the market, they made a decision to strengthen their social media brand presence.

1.2 Project objective.

The project objective of the thesis is to create a strong social media presence for a Helsinki based restaurant, Broo Pizzabar, using a strategic content plan for the social media platforms. The goal is not only to develop a strategy but also to create the content, implement it, and analyse the results.

Haaga-Helia UAS requires thesis to have an international aspect. In this case, it is based on the fact that the author is a Russian student, working with a Finnish company in Helsinki. The concept of digital marketing and social media marketing includes an international aspect in it, since the brand can communicate and be advertised internationally online.

PO. Creating a strong social media presence for a Helsinki based restaurant, Broo Pizzabar.

Project tasks:

PT 1. Designing a theoretical framework for the project.

PT 2. Analysing the brand and their current status of online communication.

PT 3. Developing a content strategy.

PT 4. Creating the content.

PT 5. Implementing the strategy, prepared in the PT 4.

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

Table 1. Overlay matrix

Project Task	Theoretical Framework	Project Management Methods	Outcomes
PT 1. Designing a theoretical framework for the project	SOSTAC digital marketing model, social media marketing, branding, content types, measure of online success, content marketing in restaurant industry, social media platforms. Transactional model of communication.	Reading social media, marketing literature, analysing the trends, analysing social media platforms.	Theoretical framework is prepared to start the implementation of the project.
PT 2. Analysing the brand and their current status of online communication.	Branding, brand communication, voice and tone of the brand.	Interviewing CEO, analysing the company and customers, analysing their	Analysis of the commissioning company.

		social media platforms.	
PT 3. Developing a content plan.	Social media platforms, types of content, right usage of hashtags.	Interviewing CEO, learning about company's needs and preferences. Analysing and coming up with the best type of content, suitable for the brand. Creating a publishing schedule. Creating specific ideas for the content with a mood board.	Content strategy is developed, including types of content, platforms used, publishing schedule, specific content ideas, hashtags.
PT 4. Creating the content.	Basics of food photography. Content marketing for restaurants. Photoshop and Final Cut Pro knowledge.	Preparing for the shooting day; buying, finding all the necessary materials needed (décor, fabrics etc.). Conducting photoshoots, myself and using outsources photographer. Filming videos in the restaurant. Postproduction of the material. Making graphic videos.	Photo, video, graphic and text content is created.
PT 5. Implementing the strategy, prepared in the PT 4.	Brand communication. SEO.	Publishing content, according to the strategy and schedule. Engagement with followers and customers.	Content is published and responses and engagement are monitored.

1.3 Project scope

Project is going to focus on the local business in the restaurant (hospitality) industry, any other industries or types of business will not be included in the project. Social media marketing strategy is going to be conducted on one platform: Instagram, due to the fact that it was company's decision. All the other social media platforms (e.g. LinkedIn, Twitter, Youtube) will be excluded from the project. As Broo Pizza Bar is a B2C company, I'm not going to talk about social media marketing for B2B sector. It is a completely different field, therefore, most of the times, the B2C strategies will not apply there. Digital marketing is

very broad, in this project I'm going to focus only on the social media, while Google ads, newsletter, webinars will not be included.

As for geographical scope, even though the restaurant is located only in one city (Helsinki), the strategy will be focused not only on local citizens, but also on tourists and visitors (Finnish as well as international).

Table 2. Project scope

Included in the project	Not included in the project	Justification
Direction of communication: B2C	B2B, company to investor, company to media	Broo Pizzabar is a local restaurant, whose main clients are customers, not companies. The social media communication I targeted to reach restaurant customers mainly, not investors or media.
Social media and content marketing in the restaurant business	Any other industries not related to the hospitality.	Social media practises vary from industry to industry and might be very specific, depending on the type of company, industry and its customers, therefore, I'm going to focus on the social media marketing in hospitality industry only, mainly in restaurants.
Specific social media platform: Instagram.	Any other social media platforms (e.g. LinkedIn, Twitter etc.)	At the moment, the company wants to focus on Instagram.
One type of digital marketing communication platform: social media	Website, google ads, newsletter	At the moment, the company focused and utilizes only social media, the do not own a website.

1.4 Benefits

The commissioning company benefits a lot from the project results. The content strategy will be not only developed but also implemented on its social media platforms. Strong online presence is essential for the modern businesses that want to maintain the loyalty of existing customers, stay connected with them, in addition to attracting new ones.

According to the company's suggestions and ideas, professional and most importantly creative photo and video content will be created to make the branding stronger and more engaging. Giving people a reason to follow social medias and always stay connected to the company. It allows company to have timely updates in case of unexpected events, as well as, keep the guests up to date with menu, deals, open hours, and other news in a visually pleasing way.

Other stakeholder such as potential employees can learn about the company and understand the culture better before applying for the openings. Moreover, they can be the first ones to find out about the opening positions.

It is a great way for potential investors to learn about the company as well. Especially, because the brand does not have a website yet, therefore social medias would be the first thing they would look at.

Other entrepreneurs or aspiring marketing professionals can benefit from the thesis by using it as an example of content strategy and for content ideas in the hospitality industry.

1.5 Key concepts

Social media marketing is a very powerful way to engage and communicate with people, using social media platforms. Social media is one of the most cost-effective and just efficient channels in general to connect with the brand audience. (Marketo 2019b, 3-5.) The most popular social media platforms include Facebook, Instagram, Twitter, LinkedIn, Snapchat and more. Each platform offers unique features for the users for different purposes, including tools for businesses.

As defined by Marketo (2019a), **Content marketing** is the process of creating valuable and relevant content to attract and engage brand's audience, with the aim of driving profitable customer actions.

Branding is about developing meaningful relationship with a customer. Branding consists of a lot of crucial components that make it a whole. Some of them are brand identity is a visual expression of a brand (e.g. logo, font, colours), brand image however refers to how brand is perceived in a customer's mind. Brand essence – core values and emotions. (Gronlund 2013, 3-4.)

Instagram Insights (Statistics) are platform's build-in tools and metrics that allow users and businesses to learn about their performance; such as audience engagement, content performance, as well as discovery rate, and promotional (paid) content (Instagram 2020).

1.6 Case company

The case company is Broo Pizzabar, a Helsinki based restaurant, specializing on pizzas. The company was founded in November 2018, at the moment, the number of employees is 9 people, the turnover for the first year was 1.25 million euros. Restaurant serves pizzas, salads and drinks, as well as, lunches on weekdays. Every Friday and Saturday night Broo have a DJ performance and pizza until late.

1.7 Project management methods & report structure

The project involves three implementation phases: planning, implementing, analysing. The report is structured the way that all the phases and their project tasks go one by one according to the timeline of their implementation i.e. from planning to analysing. Each task employs a variety of project management methods that will be discussed below.

For the PT1 (Designing a theoretical framework) the data source is going to be academic literature, business articles, official information of social media platforms, the data will be collected from the sources, analysed and briefly explained in the chapter.

In PT 2 (Analysing the brand and its current status of online communication), I'm going to conduct an interview (or a talk) with the CEO of the case company (data source), record the description of the brand, suggestions for the future online communications. In addition, I'm going to analyse the existing status of social media, types of content, voice of the brand in the text. Based on the social media statistics, audience will be also analysed.

PT 3 (Developing a content strategy) involves a strategy development by analysing company's preferences and suggestions regarding communications, choosing the right

type of content, developing a publishing schedule, preparing a mood board for the photoshoot.

In PT 4 (Creating the content), I'm going to conduct photoshoots by myself and with a help of outsourced photographer, as well as film videos. Work at the postproduction, using Photoshop, Final Cut Pro and iPhone apps to edit photos, create graphic videos for different formats and platforms. Use Microsoft Word for preparing texts.

In the Implementation phase (PT 5), the content will be published according to the schedule, moreover, I'm going to engage with the customers by answering messages, comments, creating user generated content.

In the discussion chapter, I'm going to focus on analysing the success of the strategy and its implementation, I'm going to use social media platforms' built-in analytics and outside tools in order to evaluate engagement metrics, reach, number of shares and saves, type of content that worked best and times when the audience is most active.

2 Strategic social media content as a marketing tool for restaurant businesses

This chapter aims to study the concepts, models, and theories related to the topic of social media marketing, specifically in the restaurant (hospitality) industry. The theoretical framework is a necessary part of the project since all the project tasks are linked to the theory discussed in this chapter. This section is structured to guide the reader from the broadest and general concept (i.e., social media marketing) to the most specific one (i.e., content marketing in the restaurant industry).

2.1 Social media marketing

Social media has started as personal platforms, where users had a chance to stay connected with their network. However, quite rapidly, it got progressed into a powerful tool that let brands stay connected with the buyers, meanwhile reaching a large new pool of potential customers. (Marketo 2019 b, 3.) *"Social media is becoming a real part of people's everyday lives (all people, not just social media marketers)."* Peg Fitzpatrick, Social Media Strategist.

According to We Are Social (2020), "Digital in 2020 report", the number of social media users has passed 3.8. billion marks in 2020. Meanwhile, Statista (2020) shows that there are 3.42 million social media users in Finland in 2019.

Social media marketing has undoubtedly become one of the most effective and cost-efficient tools for modern businesses. It can be done organically, meaning that the posts will be shared with the brand's audience based on the social media platform algorithms. It can also be supported with paid advertisements, making it easier for a marketer to share the posts with the target audience. (Marketo 2019 b,5.) In both cases, content needs to be quality, visually eye-catching, and provide value. Social media marketing increases brand awareness by driving up engagement (i.e., likes, comments, and shares) due to many users (Baker 2020). Global Web Index (2020) reported that 42% of internet users use social media to look for more information about brands actively.

Social media marketing can support consumers at every stage of the customer lifecycle. Starting from Awareness, a strong social media presence can capture the attention of a potential customer and lead them to the right next channel (e.g., website, messenger) and make them follow the brand's social media page to stay connected. (Marketo 2019b,17.) In the next stage, "Engagement," proper communication is essential. Social media can assist with targeted messages, and valuable content to create a strong connection with

the audience and "push" them to the purchase stage. Social media can serve a job of easy and quick communication when questions and issues arise. After a buyer has been converted into a new customer, a loyal and trustworthy relationship should be created to increase the revenue. It implies that social media channels should keep providing the customer with relevant messages and valuable content. The last step is to turn the customer into a brand's advocate who will promote and support the brand within their network. (Marketo 2019b, 17-18.) One way to do so is by encouraging user-generated content – it is any content (e.g., photos, videos, reviews) created by people, not the brand. Lately, Instagram has been the leading platform for User Generated Content, where customers share their experience with the brand and expose products to their following. It increases brand awareness free of charge and boosts credibility and trust when the brand shares UGC to their page. (Newberry 2019.)

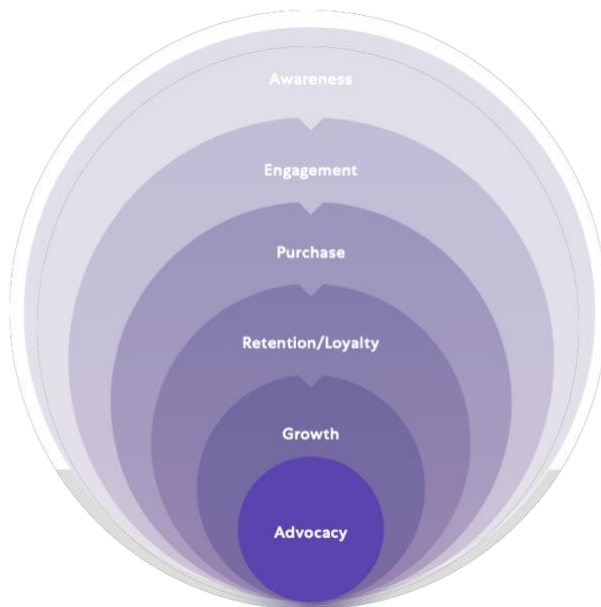


Figure 1. Customer life cycle (Marketo 2019b, 16)

2.1.1 Social media trends 2020 (before COVID-19)

Social media is a continuously changing landscape, where success requires staying up to date with the trends. Video content is not a new ground-breaking trend; however, it will remain a vital component of social media marketing (Ennis-O'Connor 2020). In today's fast-paced world, video marketing allows brands to tell a story in a more entertaining way that is easier to perceive by the user. Barnhart (2020) states that videos (long and short) are the most shared content on social media today; it applies not only to YouTube but also to Instagram, where IGTV has been introduced not a long time ago.

Barnhart (2020) also claims that Instagram stories (images and videos that are seen only 24 hours) will keep growing in popularity, primarily due to the frequently added new features, like music, gifs, countdowns, and business tags. Instagram shopping has become a trend after the platform developed product tags and other shopping features that allow users to view and buy products straight from the app. As reported by Instagram Business (2020a), 130 million users are tapping on product tags in shopping posts every month.

Another big trend of 2020 is authenticity, unedited pictures, behind the scenes, and real people behind the brand. Brands and influencers on the Instagram shift from over-edited, perfect content to showcasing real life and how things look from the inside. Authentic content wins trust and promotes transparency between the brand and audience. (West 2019.) Furthermore, a strong relationship with customers may be supported by interactive content, which is another trend this year. Interactive content means anything that creates audience engagement, for instance, the poll on Instagram stories, questions asking the audience about their opinion, countdowns to product launch, and more (see examples in appendix 2).

2.1.2 SOSTAC digital marketing planning model

One of the most useful models for digital marketing planning is SOSTAC by PR Smith. The model was initially created in the 90s to help marketers with planning strategies and campaigns for various businesses. The SOSTAC model covers six areas: Situation analysis, Objective, Strategy, Tactics, Action, Control. (PR Smith 2020.)

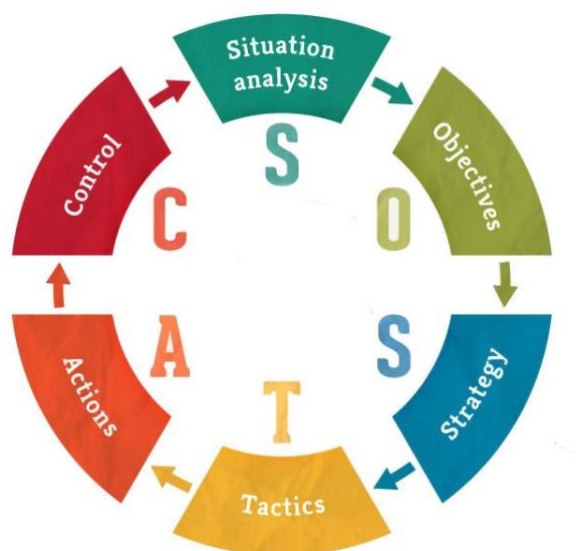


Figure 2. The PR Smith's SOSTAC Planning Model (PR Smith 2020)

The Situation analysis stage should provide an overview of the company and answer the question, “Where are we now?”. By performing customer insights research, SWOT analysis, competitor analysis, and digital channels analysis, the Situation analysis identifies the current “stage” of the organization, its capability. It provides useful insight for future strategy development process. (Swan 2020.)

The objective stage answers question “Where do we want to be?” (PR Smith 2020). It is essential for objectives to be realistic and measurable; the 5S’s concept by PR Smith can help with that. 5Ss refers to Sell, Serve, Speak, Save and Sizzle. Moreover, each objective can be turned into a SMART objective (SMART Model), which means Specific, Measurable, Actionable, Relevant and Time-related objectives. (Swan 2020.)

After goals are defined, the next step is Strategy, “How do we get there?” This stage includes segmentation, targeting, positioning, or the STP model. (PR Smith 2020). Tactics or “How exactly do we get there?” is about specific methods that can be used to achieve set goals (Nilsson 2020). Next, the Action step covers what is needed to be done for each tactic from the previous stage to achieve the objectives. Lastly, Control is planning how the performance is going to be monitored and measured. (Swan 2020.)

2.2 Brand and branding

First of all, I will define a brand; the brand is not just a logo, typography, or visual identity, Gronlund (2013) states that a brand is a promise with relevant benefits. Branding is about a meaningful relationship between a customer and a brand. A famous marketing philosopher, Zig Ziglar, said, “people do not buy for logical reasons. They buy for emotional reasons.” Brands have personality and attitude; only this way, they can influence people and build those long-lasting relationships. Gronlund (2013) claims that the perception of the brand is very similar to the mutual relationship and interest between people. As people relationships, the one between a person and a brand takes time to build and develop.

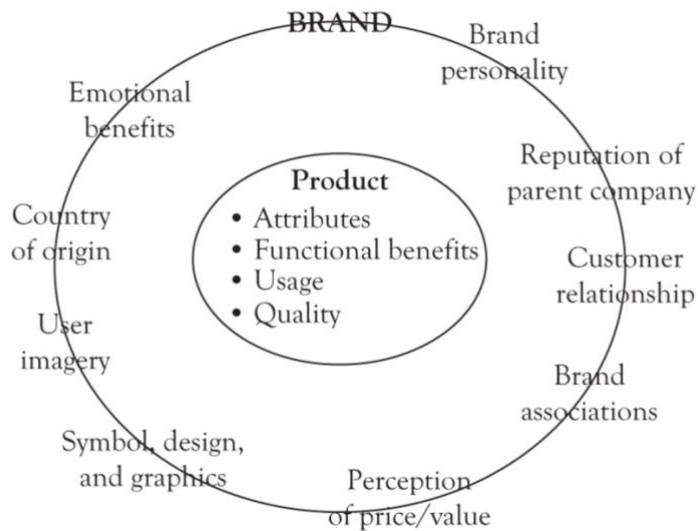


Figure 3. Brand is greater than the product (Gronlund 2013)

The figure above (Gronlund 2013) shows what a product is and what a brand is behind it, and its intangible assets. As much as people are attracted to the attributes and quality of the product/service they are purchasing, the determinative factor is the brand itself, personality, emotional benefits, and associations. Similar to Gronlund, Keller (2013) agrees that brand is more than a product “because it can have dimensions that differentiate it in some way from other products designed to satisfy the same need.” Branding is defined by Wheeler (2012) as an orderly process that is used to build awareness, attract new consumers, as well as prolong customer loyalty.

2.2.1 Brand identity

As Tarver (2020) stated, brand identity is the visible component of a brand that identifies it and creates a concrete image in the customer’s mind. The components can be a logo, color, design, language of the copy, or name. It should appeal to the senses, be memorable and recognizable for customers while differentiating from the competitors (Wheeler 2012). The brand identity also includes the company’s mission, vision, and essential values that help in communicating and resonating with the target customers. It is crucial to maintain a strong brand identity and message throughout the whole marketing to have a unified presence on the market. (Inbrands 2019.) Since brand identity is frequently mistaken with a brand image, it is essential to remember that they are two different concepts. Brand image is what customers think about a brand and how it is portrayed in their minds; on the other hand, brand identity is how companies and marketers want to present the brand to the customers (Inbrands 2019).

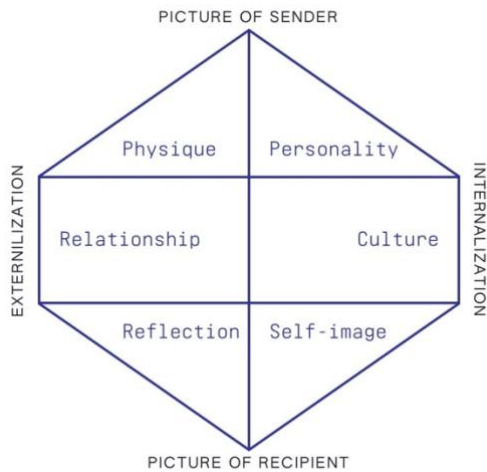


Figure 4. The brand identity prism by Jean-Noel Kapferer 1996 (Lombard 2018)

The brand identity prism by Jean-Noel Kapferer consists of 6 elements that help companies build strong brands by communicating clearly to a customer and being recognizable and memorable. Elements are located between a sender (company) and a recipient (customer). The area between these two points ranges from internal to external, where various paths can be drawn to join each area. The Physique refers to the physical characteristics and visual features of the brand, whereas, Personality – is how it is perceived in the eyes of customers. The next element is Culture, which includes values and beliefs that create a foundation for the brand. If we move further down in the prism, the Self-image indicates how customers see themselves in the specific brand by being associated with it. In contrast, Reflection is how the brand represents its target audience; generally, it is built on stereotypical beliefs or characters of its target market. Lastly, Relationship between the brand and consumer consists of abstract and tangible aspects. (Lombard 2018.)

Brand identity is also known as visual identity; Wheeler (2012) said, “Visual identity triggers perceptions and unlocks associations of the brand.” Look and feel is a form of a visual language that makes a product or service immediately recognizable (Wheeler 2012).

Logo

A logo or brand icon is a blend of shapes, colors, symbols, and lettering in a unified design representing the brand's values and promises (Slade-Brooking 2016). At the same time logo is a distinguishing element of every brand that has to be designed in an ingenious way to stick into the customers' memory and be easily recognizable.

Color

Color is used to trigger the emotions of customers and express brand personality. When perceiving visual identity, firstly, the brain sees a shape, then it registers a color and only then reads the content. When choosing a color for visual identity, an understanding of color theory is essential. The right choice also requires a clear vision of the brand identity, how it needs to be perceived by customers, and how it will differentiate from competitors. (Wheeler 2012.) According to Slade-Brooking (2016), it takes only about 5 seconds for a shopper to select a given product, at a distance of 1-2 meters; it means that the right choice of colors can increase brand recognition 80 percent.

Iconic brand Coca Cola is an excellent example of how branding and color can differentiate a product and make it instantly recognizable. When looking at the fridge in a supermarket, most of us do not read the drinks' labels; we notice a red color first and understand what bottle it is.

Typography

A unified company image is not possible without typography that stands out due to its unique personality. Same as color and logo, typography allows brands to be recognizable (Wheeler 2012). It is essential to use a proper type for a particular industry. For example, pharmaceutical packaging has typefaces that represent medical nature; on the other hand, IT companies have developed types that show their services' technical nature. (Slade-Brooking 2016.)

2.2.2 Social media branding

Strong online brand presence is fundamental in today's world, especially for B2C businesses. According to Hoise (2017), 30 percent of millennials would avoid going to a restaurant if their Instagram presence was weak. The new age of the Internet has undoubtedly shaped modern consumers' behavior; we are looking for value, convenience, and trustworthiness in a brand. Traditional branding has been transformed by "the community," the people who now have control over the brands and their meaning; it can involve several brand stakeholders, e.g., customers, suppliers, partners, influencers. (Davis 2014,1-2.)

The 5-Sources Model

The 5-Sources Model by Robert Davis and Inna Piven (2014) is a new way of thinking about the brand on social media, influenced by the social community. It is the community

ownership of the brand on social media through five sources: Function, Emotion, Self-Oriented Actualization, Personal and Social Engagement, Collective Relationships (Davis 2014).

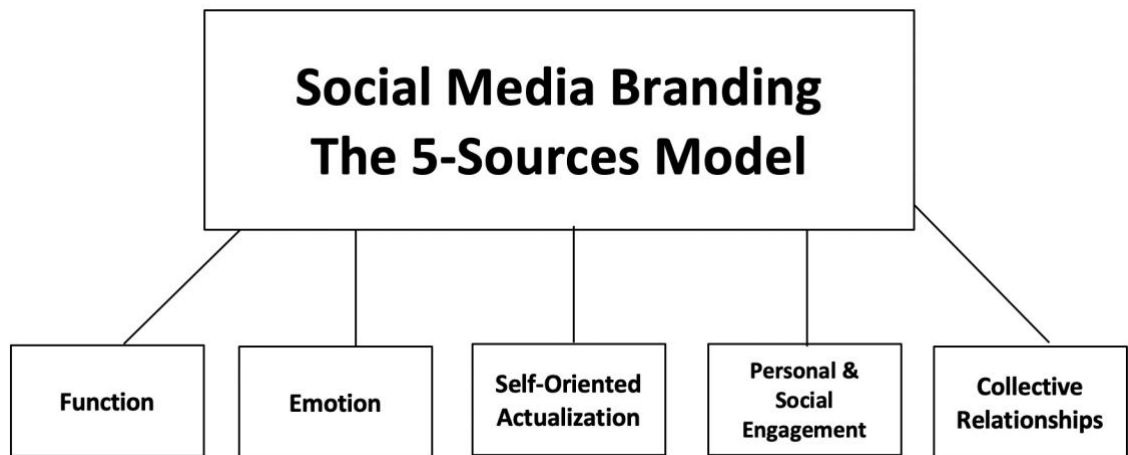


Figure 5. The 5-Sources Model (Davis 2014)

The "Function" source of social media brand includes problem-solving – social media can be a perfect place for customers to find answers and efficiently resolve issues. Davis (2014, 32) argues that from the customer's perspective, it is more convenient and time-efficient to contact a company through social media than making calls or inquiries via a website because it puts the customer in control. Regularly updated information about the company and its products and educational tips are essential in developing a good brand and an engagement tool on social media. It enables customers to handle appropriate information about the brand conveniently. Last but not least, social media allows customers to directly communicate feedback to the brand, privately or publicly. (Davis 2014, 3-29.)

The "Emotion" source's central idea is the customer's emotional connection to the brand and enjoyable or hedonic experience to satisfy their motives. In addition to enjoyment, some examples of the Emotion's roles include fantasy, when the brand offers an escape from reality with a unique and thrilling experience or merely a source of entertainment. Alternatively, it can be a source of recognition and assurance that customers are valued and heard. In some cases, a brand can become a helper when dealing with challenging personal problems. (Davis 2014,39-47.)

"Self-Oriented Actualization" source in the model is the brand's concept mirroring the customer and community, consumers expressing themselves (interests, lifestyle, career goals) through the brand. Engaged in a person's self-actualization, the brands may take on the roles like life arrangements, which indicates that the brand becomes a facilitator of customers' daily activities; or a connection to customer's true self by fitting their personal or professional interests. Occasionally, the brand can represent customers' ideas, beliefs and publicly showcase who they are (i.e., self-expression). (Davis 2014,49-58.)

The fourth source, "Personal and Social Engagement," is based on the human need for communication and engagement with others. In social media, online social engagement has never been more effortless; people build communities and relationships with each other and with brands. Today, customers are willing to share their personal brand experiences and know-how for their advantages and benefit others. With the right strategy, the brand can also become a platform for customers networking and a safe space to create and share experiences. (Davis 2014,59-67.)

"Collective Relationships" element of the model refers to the variety of relationships built online between the community and the brand. For instance, the emerged type when the relationship forms for the first time on social media, without any prior experience. This source also includes a casual relationship that is an outcome from an accidental experience; on the other hand, a pre-existing one refers to an occasion when the relationship is formed from an earlier brand knowledge or experience. (Davis 2014,69-80.)

Brand identity on social media

First of all, the basics: elements such as logo, colors, banners should be consistent with the brand guidelines on all the social media platforms (Chen 2020). Moreover, it is essential to update those elements in case of a logo change, therefore the audience does not lose the brand in the masses of the information on the web. A critical but straightforward detail as an Instagram bio (i.e., a small introduction (150 characters) of the brand instantly visible when someone visits the account) should be taken seriously. Nowadays, an Instagram profile can be the first impression of a brand. Instagram bio may include a brand's personality and description of what the company does; it can also promote specific products, sales. (Zote 2020.) For instance, chocolate company Reese's crafted their bio in a fast and funny way that reflects the brand's personality while giving a quick and simple introduction of what they do (Figure 7)

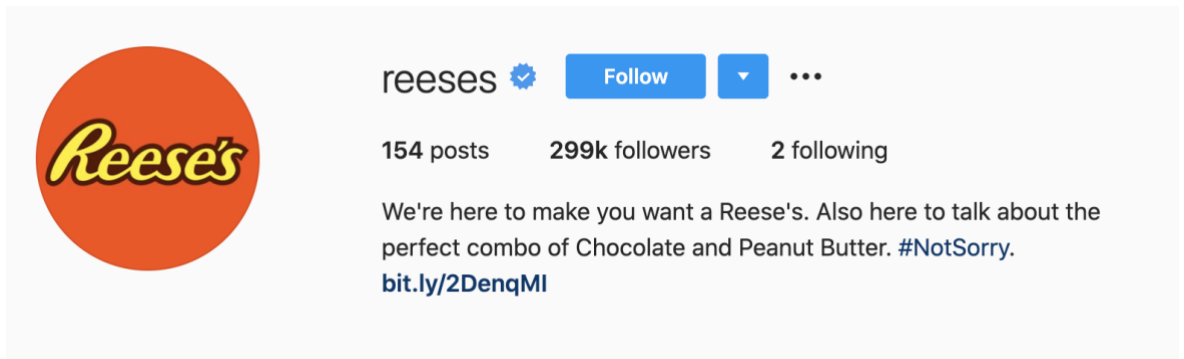


Figure 6. Reese's Instagram bio (Reese's 2020)

According to West (2019), consistent branding across several platforms creates brand recognition. It implies that the same colors and fonts in the branded graphics, as well as similar style in visuals, will help the audience identify that the post of coming from a specific company. As an example, I took a profile of a French vitamin company, Cuure. I believe that they follow a specific brand guide for their social media, including brand colors, typography, and illustrations, creating a consistent and recognizable look. "You should be able to cover up the logo and still identify the company because the look and feel is so distinctive." - Michael Bierut (Wheeler 2012).



Figure 7. Social media branding of Cuure (Cuure 2020)

The next step is establishing how all the captions and copy will be written, i.e., finding the brand voice. Like all elements of branding mentioned above, voice heavily depends on the brand personality and how it wants to be portrayed by the customers. To develop a voice, four elements should be taken into consideration: character, tone, language, and purpose.

To establish the voice, it is crucial to look at the target customers and what will resonate with them. The voice should be appropriate and have a purpose (e.g., educate, entertain or sell). (Schwab 2011.) A private clinic with a target audience of upper-middle-class families cannot have the same voice and tone as a bar, targeting young people.



Figure 8. Social media brand voice (Schwab 2011)

2.3 Platform: Instagram

There are tens of different social media platforms developed for private users and businesses worldwide. Some platforms overlap in features and capabilities, whereas some hold unique opportunities for brands to connect with their audience. Despite this, I am focusing on only one platform in this project, which is Instagram.

Instagram is a leading photo and video-sharing social media platform. The app was officially launched in 2010 and instantly racked up 25,000 users in only one day, then reached one million users in a few months. (Blystone 2020.) According to Instagram Business (2020c), today, the number of active accounts has exceeded one billion; meanwhile, 90 percent of the users follow businesses on Instagram.

The platform allows users to share a photo and video content that stays in the profile feed, as well as "stories" – 14-second vertical videos or photos that are visible only 24 hours. A recent feature is available IGTV, a new app inside Instagram for uploading and watching long videos (more than 1.15 min). Since the app is continuously changing, and developers are adding small little updates monthly, marketers need to stay updated with the newest trends on the platform. For example, when the COVID-19 pandemic has started, Instagram added a few unique features, striving to help small businesses by making it easier to be discovered and for people to buy gift cards to support.

Instagram allows its users to switch to a business account that provides several practical features to run a brand account successfully. Firstly, it is possible to include company contact information, such as an address, phone number, and email. It makes it easier for the customer to instantly check the location on the map, without opening a separate browser or looking for this information on the website and making a call or email with one click in the app (see appendix 1). However, the business account's most vital element is Instagram Insights: build-in tools and metrics that allow businesses to learn about their performance and overall trends across the followers and content performance, both organic and paid. (Facebook 2020). Based on these metrics, it is possible to set specific KPIs related to the engagement, following, or reach.

Accounts reached.

These metrics indicate the number of unique users who saw any account's posts, stories, or IGTV at least once. Insights are divided into organic reach and promoted reach, where the business used paid ads to boost content. The same page also shows the number of profile visits and taps on the "call to action" buttons (e.g., call, get directions). (Facebook 2020.)

Content Interaction.

It is a detailed breakdown of content engagement such as likes, comments, shares, replies, and any other actions taken on the content. The platform also shows the top posts, stories, and IGTV arranged by types of interactions. (Facebook 2020.)

Total followers.

The section includes statistics regarding the growth or loss of followers, meaning how many people followed or unfollowed the profile; this statistic is tracking daily numbers for the past week. The section also monitors the time of the day and days of the week when the audience has been the most active. Lastly, it is possible to analyze the follower's basic demographics, such as their location, age, and gender. (Facebook 2020).

2.4 Content marketing in the restaurant industry

This subchapter discusses content marketing as a strategy for the restaurant business. It also includes the Content Marketing Matrix, a tool for generating content ideas for the marketing strategy and different Instagram content types (specifically on the Instagram platform).

According to the Content Marketing Institute (2020), content marketing is a strategic process of creating and sharing valuable and relevant content to attract and engage an audience and eventually drive profitable customer action. An innovative strategy can help brands be noticed in the marketplace's noisy environment and social media (Marketo 2019a). It is vital to balance promotional and engagement posts to keep the audience interested and loyal; no one wants always to feel like a brand is trying to sell them something; relationship building is a key in social media marketing. Sprout Social research (2016) learned about "the most annoying actions brands make on social media" As shown in the figure 9 below, 57.5% of social media audience does not want to encounter too many promotional posts when following a brand.

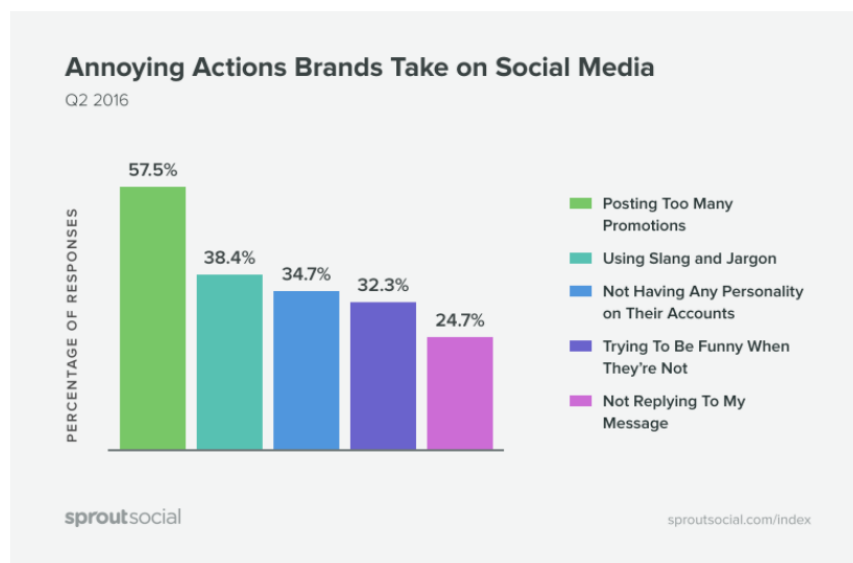


Figure 9. Annoying actions brands make on social media (Sprout Social 2016)

The Content Marketing Matrix is a mindtool created by marketing experts at Smart Insights (2020) to help brands brainstorm content ideas for different purposes and goals. The matrix is divided into four sections, based on the content's end goal: entertain, inspire, educate, and convince. Additionally, it consists of two dimensions, from awareness through to purchase conversion funnel is placed on the horizontal axis and emotional to rational displayed on the vertical axis. Each section included content ideas that can be used for the different target audiences and will support different objectives. (Chaffey 2020.) Not all the content types presented in the matrix are suitable for a restaurant Instagram; however, I thought it would be beneficial to include it in the project and give a

reader a bigger picture of the content marketing opportunities.

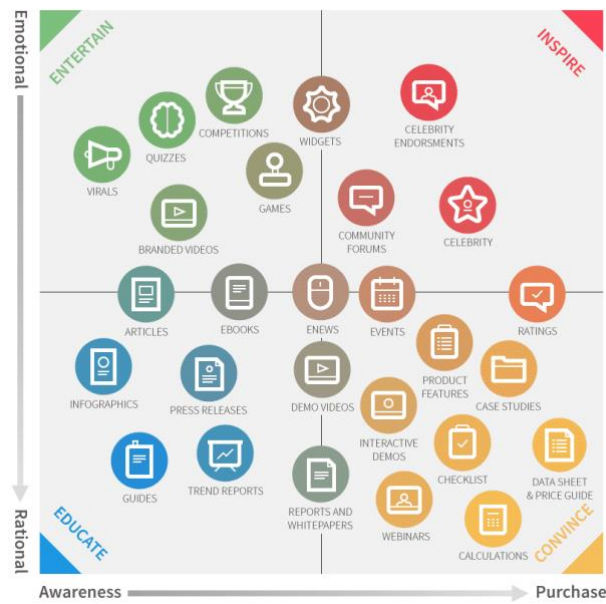


Figure 10. The Content Marketing Matrix (Smartinsights 2020)

2.4.1 Content types

A strong online presence is more crucial for a modern restaurant than for businesses in other industries (e.g., medicine). People are browsing food and interior pictures of the places before deciding where they are going out tonight. Thirty percent of millennials will not visit a restaurant if their social media presence is weak (Hoise 2017). Here, some of the most popular content types that are suitable for a restaurant are presented.

Instagram stories

Instagram stories are images and videos that are visible only for 24 hours. Stories allow users to share less edited, real, and engaging content. Instagram Business (2020b) claims that 300 million people use Stories every day, while 1 in 5 organic stories get a direct message from the audience. Brands can make creative stories already in the app by using various built-in filters, music, stickers, and other engaging features.

Carousel posts

This type of content incorporates several images or videos (up to ten) in one post. Carousel is known for having a higher engagement rate than the regular Instagram posts (Zovitsky 2020). This is a very convenient way of showcasing various products, colors, styles of one product, or close-up details (Warren 2019)

Live videos

Video streams allow brands to connect with their audience in real-time; the comment feature also allows customers to communicate directly with the brand while they are live. This type of content can be in the form of a live chat with people behind-the-scenes, DIY, tutorials, and events. Afterward, it is possible to save the video on the Instagram profile, where it can be watched later by those who missed the live broadcast. (Zovitsky 2020).

Influencer post

Bloggers or social media influencers became an essential part of our generation's lives; brands often use public figures to promote their products or services online. The primary benefit of such collaborations is the brand's exposure to another audience (Decker 2020). Restaurants around the world are inviting food bloggers and lifestyle influencers to come and experience their brands. It can be done as a paid commercial collaboration or a free dinner in return for an honest review.

Behind-the-scenes

As was mentioned before in the branding subchapter, people want to follow brands with personality, not emotionless companies. Customers want to see the behind-the-scenes process and feel involved. These posts should be authentic and real; this way, trust among the audience can be built. On top of that, this content can be used to educate customers about the company's culture and the team behind the product. Content ideas include employees' profiles, workplace tours, inside events, and working processes, to name a few. (Zovitsky 2020).

Competitions and giveaways

Instagram giveaways is an efficient instrument to increase engagement and reach of the brand. Competitions can be run alone by one profile; however, it would be more useful to collaborate with another brand or influencer to expand to an entirely new audience.

Video content

According to a study from Michalski (2019), videos drive 49% more engagement than images. Fortunately, Instagram made it easy to share video content; it can be a video post, stories, or IGTV (longer video, 1.15 minutes, or more). A study made by Chi (2018) discovered that Instagram videos that got the most comments were 26 seconds long on average. The restaurant industry gives a vast opportunity for creative video ideas, such as the process of food preparation, events in the venue, behind the scene videos, and more.

Consumer-generated content (CGC)

In today's world, information on the web has shifted from publisher-centric to consumer-centric. CGC is a type of content not created by an expert or company but rather by a customer who has first-hand experience with a specific product or service. (Moriuchi 2019.) The CGC can be a written review, blog post, Instagram, or Facebook image or video with a text. CGC is one of the best ways to create trust between a brand and a new customer. Stackla (2019) report revealed that customers are 2.4 times more likely to perceive consumer-generated content as authentic compared to content made by brands. As a platform, Instagram allows brands to easily find CGC posts through location, hashtags, or brand tags. Additionally, the "Add this to your story" feature makes it easy to repost customers' stories directly to the brand's profile. This concludes that brands should encourage customers to create CGC and leave genuine reviews to develop a strong, trustworthy online presence. Besides the organically created CGC, York (2018) suggests running CGC campaigns and communicate with the audience what type of content aligns best with the brand; for instance, it can be done in a giveaway form, where participants have a chance of winning some products or services.

2.4.2 Optimal times to post content

Instagram algorithms are shifting away from the familiar reverse chronological timelines (i.e., the first post seen in the timeline is the most recently shared one) towards relevance based. Which is determined by what accounts you engage with the most together with other contributing factors. (Barnhart 2020.) Choosing a specific time to post can dramatically change the outcome of the content strategy. These times also depend on the end goal of what the marketer wants to achieve, whether they want to use the pick times to receive more engagement or capitalize on the hours when it is quieter on the platform (Arens 2020).

A study by Arens (2020) emphasizes that generally, the best times to post on Instagram is Wednesday at 11 am and Friday from 10 am to 11 am, while the worst day is Sunday. Overall, looking at the week, the most engagement is from Monday through Friday, 9 am – 4 pm, the engagement rate lowers after 9 pm, and before 6 in the morning. To be more specific, it was determined that posts for recreation (in this case, evening restaurant events) should be shared on Wednesdays and Thursdays at 1 pm to achieve the best results. (Arens 2020.)

2.4.3 Hashtag strategy

A hashtag is a word or, in some cases, a phrase with a (#) sign in front, used on social media to identify a keyword and facilitate a search for it in the corresponding hashtag pages (dictionary.com 2020). The hashtag is a free and useful tool for brands to get discovered by a new audience on social media. On Instagram, it can be added to posts (up to 30) and stories (up to 10), and it is possible to use hashtag only on your posts, not on other people's pictures. (Chacon 2020.)

Millions of users use top global hashtags (e.g., #love, #photooftheday); therefore, they are not the best ones to include in the hashtag strategy for a local business. Simply because your image or video will be instantly lost in the thousands of photos added daily; additionally, it will not reach the target audience. Instead, there are some categories of hashtags that work for small local companies. Location hashtags refer to the location, including its diversification, depending on the industry or interest (Newberry 2020). For example, #helsinki is a general location hashtag used by different individuals and companies, and #helsinkirestaurant – is more specific. It is used by restaurants and people sharing their experience in Helsinki. This type of hashtag will have a more significant impact. It will reach a target audience interested in the dining experience in Helsinki in contrast to a global #restaurant hashtag. Community hashtags are meant to connect users around specific interests or subjects; this category includes hashtags for special events or seasons, specific niche in the industries, specific products, or services (Chacon 2020).

Another group is branded hashtags; they are unique to a business; it can be a company name, tagline, campaign name, and more. These hashtags' objective is not to increase the reach but to connect the brand with their audience and encourage customer-generated content. (Chacon 2020.) Frequently, brands add these hashtags to their bio with a promise of the possible feature of the posts tagged with their hashtag.

2.5 Summary

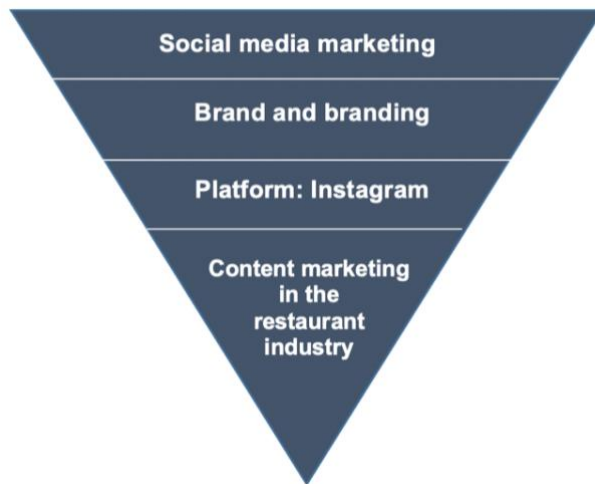


Figure 11. Theoretical framework, funnel approach

The preparation of the theoretical framework for the project started with studying the broadest concept, social media marketing, bringing the customer lifecycle in perspective, and discovering how impactful social media can be on each stage of the cycle. Also, several studies about a user's behaviour on social media were examined. SOSTAC model was presented as an example of a digital marketing planning tool, covering the six areas; Situation analysis, Objective, Strategy, Tactics, Action, Control.

Since branding is a vital part of the social media presence, the theory was studied in detail, focusing on brand identity and brand visual identity with a breakdown of a few essential elements. Social media branding was illustrated with The 5-Source Model by Davis and Piven; besides, real-life examples of brands on social media were analyzed. Going down the funnel (Figure 10), Instagram was examined as a social media platform for business, studying what metrics allow companies to monitor the success: accounts reached, content interaction, and total followers.

Lastly, the most specific concept for the project was content marketing in the restaurant business. User behaviour related to the content was analyzed, a variety of content types were discussed, giving specific examples of what a hospitality business can incorporate in the strategy. Moreover, the theory included information about the most optimal times to post and how to prepare a hashtag strategy.

3 Analysing the brand and its current status of online communications

This chapter focuses on project task 2, analyzing the brand and its current social media presence status. The chapter is divided into two parts; the first one describes project management methods used, whereas the second one addresses the results. Results include necessary information about the restaurant, visual branding, social media presence, and the project's desired outcome.

3.1 Process of analyzing

The Broo pizza bar brand analysis started in December 2019 with its online presence research. All the online mentions of the brand were found through the search engine, Google. The main focus was on social media; however, I also took a look at the other websites (e.g., TripAdvisor) where Broo had a profile. As Instagram was going to be the center point of the project, it was studied in detail. The visual content included in the analysis, dated from September 2018 (first post on the profile) until December 2019, types of content, and their visual look were examined. Another analysis criteria were frequency of posting; it can be determined by looking at each consequent post's dates. I took a particularly close look at how all the written content (captions) was crafted, specifically their tone and voice. Based on that information, it was possible to assume how the brand communicates with the audience and how they want to be portrayed by its customers. The profile's Instagram Insights Statistics were acquired and studied after the meeting with the CEO.

During a couple of visits to the restaurant in December 2019, the menu was studied, and the restaurant layout and branding in the venue. To have more insights and understanding of the brand, several meetings with the CEO, Fatos Elshani, was arranged in December 2019 in the venue; the average time of the meeting was from 30 minutes to 1 hour. The discussion themes included necessary restaurant information and their story, their perspective on social media presence: current status of online communications, and what is desired in the future from my work. The discussion also included questions about the target audience, challenges that we could try solving with the help of social media, and my suggestions for future work. As it is a continuous ongoing project, there was more than just one meeting held; I was regularly in contact with the CEO regarding the feedback, updates in the operations, and new suggestions. The timely updates about all the new events happening at the restaurant were received weekly; therefore, the strategy was flexible. It had a lot of last-minute posts and communication messages.

3.2 Results

Broo Pizza Bar is a Helsinki based pizza restaurant. The brand was founded in November 2018; at the moment, the number of employees is nine people, the turnover for the first year was 1.25 million euros (Elshani March 2020). The venue is made of two floors; the main one has most of the seating, kitchen, bar, and DJ booth, whereas the downstairs is usually reserved for private events or big groups. The regular menu includes 11 kinds of pizza, salads, dessert, as well as a bar menu. The place serves lunch on weekdays (11:00-14:00), focused on companies' offices located in the area. The lunch menu includes a salad buffet and several meals to choose from: regular dishes (e.g., salads) that are available every day and "dish of the day" that is different for every day of the week. The menu is updated weekly, allowing guests to try various food and not getting tired of the same options. After lunch, the restaurant serves a regular menu with pizzas and drinks till late. The big focus is placed on the weekend events; every Friday and Saturday, Broo has a DJ performing.

Figure 12 represents the Broo logo; it varies in white and black colors. The brand's statement color is red; it is seen in the red and white check pattern used for posters, table napkins, and some social media designs (figure 12).



Figure 12. Broo pizza bar logo

The restaurant targets customers of all genders, 24 years old and older (Eslahani December 2019). Instagram statistics (Broo Instagram 2020) indicate that 51 percent of its social media audience are ranging from 25 to 34 years old, 17% are 35 to 44 years old, and 18-24 make up 25 percent of the followers. The gender breakdown reveals that 54 percent of the Instagram audience is men.



Figure 13. Example of red and white check pattern (Broo Instagram 2019)

The restaurant does not own a website; the only social media they use are Instagram and Facebook. The online presence also includes a page on TripAdvisor, where users can leave reviews and share their experience, visiting the restaurant. Moreover, the restaurant offers home delivery through the Wolt website and app. Broo's social media was focusing on showcasing food: the regular menu, as well as lunch. Additionally, there is a post in Instagram stories about the new lunch menu for the upcoming week. Weekend and special day's events are a big part of its social media strategy as well; pictures of DJs and artists performing in the venue and event posters are occasionally posted on the platform. As it can be noticed from the Broo's social media, the brand sometimes shows behind the scenes and its staff, making the communication more personal. Occasionally, they have a merch being developed together with some local designers; hence it is displayed on Instagram as well. The majority of the content is images with some videos at times. The posting schedule was irregular and not frequent; when analyzing its social media, I saw the gaps between posts that were weeklong.



Figure 14. Part of Broo social media (Broo Instagram 2020)

The voice of the brand is friendly and warm; the language is simple. The tone is not serious; on the contrary, there are jokes now and then. It seems as the brand wants to be easily approachable by customers and seen as a friend, you can trust. One of the most frequent captions is "Broo love quotes" that are posted with food images. The quotes are usually citing famous people and already became a Broo thing. It is also critical to note that all the text is in Finnish, except for some "love quotes."

After the talk with the CEO and analysis of Broo social media activity, the company had several requests for me that they wanted to see. First of all, the restaurant wanted to have three posts per week; one of them should focus on weekends and DJ events at the venue. Social media should include pictures of food, DJs, special days promotions (e.g., Valentine's day), but I was also given the creative freedom to include new things into social media and test them out. They wanted to keep the brand voice friendly and simple with occasional jokes when it is appropriate; moreover, we decided that Broo love quotes should stay. My first suggestion was to create more video content since videos generate 49% more engagement than images (Michalski 2019); plus, see how the audience will react to graphic videos and animations. My main challenge was to enhance the restaurant's social media look while keeping the Broo brand as it is, channeling the vision of the owners. We agreed on regular communication because I needed to stay informed about any new changes happening in the restaurant to keep the brand communication relevant and up to date.

4 Developing a content plan

This chapter explains the process of developing a social media content plan for Broo Pizza Bar. The second subchapter includes the finalized plan with the breakdown of its components.

4.1 Process of developing a plan

The process of social media plan development started after the brand analysis was done, and the interview with the company CEO was conducted. I went through the results of the analysis and suggestions that the CEO has proposed. The first step was to study various content types suitable for the restaurant industry and choose the content that would fit Broo's brand. Instagram's opportunities for business accounts were also explored; it gave a broader perspective of what kind of content can be made and how the platform can enhance it. The process mainly consisted of hours of brainstorming and crafting ideas for the plan. The content types were chosen to facilitate different goals, and specific ideas for content were also divided into groups based on their type (stories, feed image, feed video). After the core of the plan was ready, a mood board of content ideas was created using Pinterest.com. A Mood board is a collection of images used as a tool to define the visual direction of a photoshoot (Kopcok 2020). The images for this specific mood board were gathered from Pinterest, Instagram, and other online websites.

The posting schedule with optimal times was developed based on the theory in chapter 2. Hashtag research was conducted on Instagram by looking at popular local hashtags used by other restaurants. Besides, I also studied various Instagram pages dedicated to food and restaurants in Helsinki; some of those pages have brand hashtags that allow them to collect user-generated content. Several blogs about social media marketing were read to find out about any additional apps that can be used for plan implementation; those apps were installed and tested.

4.2 Finalized content plan

The content plan includes three posts per week, on Monday, Wednesday, and Friday. The number of posts is flexible and can be adjusted based on the restaurant's needs in case of updates and necessary messages. The time range for posting for Monday: from 11 to 14, for Wednesday, the most optimal time to post is 12, whereas Friday's time is 10 to 11. These times are based on the research (Chapter 2) that studies the best times to post in order to reach the most engagement.

Lunch

Weekly lunch menu stories would include Broo branding: red and white check pattern. The lunch menu is posted weekly on Monday; the visual design will be made before Monday (Saturday or Sunday) when the new menu is received from the chef. The menu would be added to stories highlights – curated collections of stories that stay on the profile without disappearing after 24 hours (Chacon 2019). As the menu is updated on a weekly basis, the stories highlight would be updated every Monday as well. It will help the audience navigate the restaurant's profile and easily find information about the menu. In addition, a graphic animation video will be created specifically for the lunch announcement. It will be shared every Monday in the stories before the menu is posted. The video does not have any specific practical benefit; instead, it is made for a visual effect associated with the lunch announcement. Lunch food will also be featured occasionally in the feed posts; the photos of the dishes will be taken in the second photoshoot. (The first one will focus on pizzas and staff.)

Food images

One of the content types for feed and stories are food images, specifically pizza, salads, and lunch dishes. The first photoshoot will focus on different kinds of pizzas. The mood board, reflecting the style and visual direction of the photoshoot, was created using images from a variety of sources (Appendix 4). Food images would be used to present the menu selection visually; it may also be used for other messages, such as announcements, reminders, and love quotes (chapter 3). In my opinion, it is vital to show people images as well, not just plain food; therefore, the food images will include models.

Videos

Video content is a crucial part of the strategy, both for feed and stories. It will include behind-the-scenes videos of food preparation. This type of content has already been on Broo's social media; however, the videos' quality will be improved in the new plan, and there will be more ideas presented. The goal is to create sharable content that is funny and engaging. Therefore people are willing to share it with their following.

Animation videos

The new content plan will also incorporate animation videos for weekend events promotion. The videos are a vertical format for stories; nevertheless, sometimes they can be used in the feed as well. The animations will be 8-14-second-long with music, graphic animation, kinetic typography, announcing DJs and artists, performing in the restaurant, and all the necessary information about time, age limit. The videos are meant to increase the engagement and reach for events and enhance a visual look of the restaurant's online presence. A new set of videos will be created for each weekend, covering Friday and

Saturday nights. The same kind of animation videos will be made for any special events happening in the venue (e.g., Valentine's day, women's day).

Behind the scenes

Behind the scenes, the content will include photos and videos of pizza preparation, restaurant team, funny moments, and anything that can express the brand's personality and show the audience a little sneak peek of how it is done from the inside.

DJs

Pictures of DJs that would be playing on specific weekends may be posted beforehand. The plan does not include DJ pictures every week. The photos can also be shared in the stories. As the DJs are part of the team, their images can be used not only for the weekend events promotion.

User-generated content

User-generated content is essential for the restaurant business. Besides having cost-efficient content, it provides social proof for potential customers that consider visiting the place. Appropriate customers' stories will be reposted to the Broo profile; the stories will also be collected in a dedicated highlight that will be visible to the audience at all times. Some feed posts will also be reposted with credits mentioned in the caption.

Hashtags

Relevant hashtags were divided into two groups: Helsinki hashtags and local restaurant hashtags. They will be added to posts with, maximum of 30 hashtags per one post (Chacon 2020).

Helsinki hashtags: #helsinki, #myhelsinki, #helsinkiofficial, #bestinhel, #visithelsinki, #helsinkiifinland, #helsinkiicity.

Local restaurant hashtags: #helsinkirestaurants #heleats #helsinkifoodie, #ravintola #ravintolat #lounas, #lounashelsinki, #helsinki lunch, #helsinki food, #helsinki ravintolat, #dinnerhelsinki, #helsinki baari

Additional apps and programs

"Preview" (free version) – can be used for planning an Instagram feed; the app allows a marketer to upload photos and videos and arrange them in the feed to see the final visual outcome before the content is posted (The preview app 2020).

Lightroom for mobile – photo editor app by Adobe, made for photo color correction, includes built-in presets (filters), and custom presents can also be uploaded to the app (Lightroom 2020). Lightroom will be used to edit image content for feed and stories.

"Later" (free version) – app for visual feed planning and automatic publishing (Later 2020). It will be used to automate some processes related to publishing posts.

Photoshop (desktop) – a graphic editor by Adobe, the software will be used for creating visual content, editing menus, designing posters.

Final Cut Pro X (desktop) – video editing software will be used for creating animation videos for weekends and special events, as well as for editing video content shot in the restaurant.

4.3 Content plan summary

The table below summarises the content plan described above. It includes days of the week together with the timing when the content will be posted. The third and fourth columns cover the type of content for feed and stories.

Table 3. Content plan summary

Day of the week	Posting time	Feed	Stories
Monday	From 11 to 14	Food image, video or behind the scenes content	Lunch menu announcement
Wednesday	Around 12	Food, staff, behind the scenes or user generated content.	Occasional behind the scenes videos
Friday	10 to 11	Weekend events announcement: DJ photo, images from events, food, animation videos	Animation video: DJ announcement
Saturday	11 to 12		Animation video: DJ announcement

5 Creating the content

This chapter describes how the social media content was created, what people were involved in the process, what tools were used, and what specific content types were created. The chapter also includes specific examples of visual content that was created, as well as interpretation of the composition, colors, and ideas behind the content, based on the theory and concepts in Chapter 2.

5.1 Process of content creation

The process started with planning the first photoshoot; the goal was to create the main content for a few weeks. The photoshoot date was set for the 3rd of January 2020. A photographer was booked, the restaurant staff was informed; one model was invited; in addition, resident DJs were also invited to come for 30 minutes to take their pictures. Before the photoshoot, a few virtual meetings took place with the photographer. The central theme of our discussion was the visual aspect of the content needed; we went through the mood board and created ideas for specific shots to save time on an actual day. All the additional decorations were found before the day (fabrics, vinyl); in addition, I checked what the restaurant already has that can be used for the shots.

The photoshoot lasted for approximately 4 hours (12:00-16:00). We started shooting the process in the kitchen (photos and videos); several videos of dough preparation by the chef were filmed, as well as the process of making a pizza. When the food was ready, we proceeded to make still images of pizza using the decorations we brought and pizza boxes; the model was involved in the shots. In total, four different pizzas were shot. Lastly, the images of the DJs and staff were also taken. The photographer was involved in postproduction and photo editing. The videos were edited by me, using Final Cut Pro.

After the final version of photos was received, they were arranged into the content plan, using a "Preview" app. The images were placed based on the objective of the post and according to a visual combination. A simple animation for lunch announcement was created using Final Cut Pro X. At the same time, the weekly lunch menu was edited in Photoshop every Sunday. Graphic videos for weekend events were created weekly in Final Cut Pro X and Adobe After Effects; each video took 30 minutes to 1 hour to make.

Pictures of restaurant merchandise (t-shirts) were taken a few weeks later. The future content was created by a hired photographer or me; the management methods used were similar to the first photoshoot described above.

5.2 Result: Created content

Content created at the first photoshoot included 35 pictures of food, behind the scenes, staff, and DJs. Figures below illustrate some of the food content that was made during the first photoshoot with a photographer. More examples of content can be found in Appendix 5.

5.2.1 Food images

In the picture (figure 15), the goal was to create a dynamic shot while showcasing the food as it is. I believe that the hands, opening the box and taking a slice add more reality and life to a still image. The background is made of branded crafted pizza boxes, which adds a branding detail to the image.

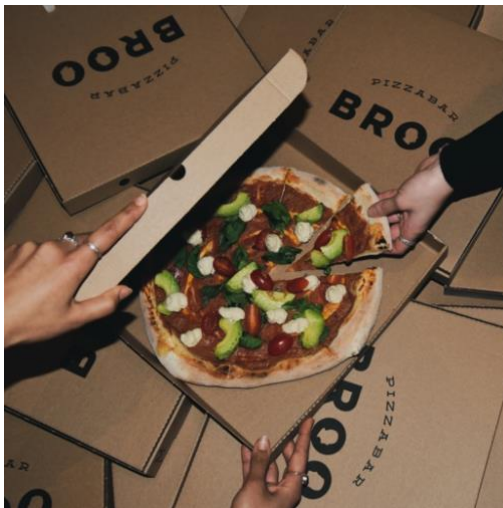


Figure 15. Food content (Broo Instagram 2020)

The image below (figure 16) was created specifically for the weekend post, promoting the music events in the restaurant. The pizza was put on the vinyl records, expressing a harmonic combination of food and music. Simultaneously, the colors of vinyl records complement the colors of pizza, creating an interesting visual for the Instagram feed. It is also essential to point out that the pizza ingredients can be seen in the shot.



Figure 16. Food content (Broo Instagram 2020)

I wanted to experiment a little bit and create something a little artsier and not in the Broo style to use it for the weekend post. The model's hands are covered with accessories to create a more festive look. A viewer cannot see her face and body; a little detail such as CD-disks was also added to the table together with branded table papers to add red brand color to the image.



Figure 17. Food content (Broo Instagram 2020)

5.2.2 Video content

Filmed videos were edited into six short ones that will be used for feed posts, as well as stories. They included Broo's chef preparing pizza dough and making pizzas. The custom beat (created by a beatmaker, specifically for Broo) was added to some of them to make them more entertaining and engaging.

New animation videos for weekend events were created weekly; the same video was used for Friday and Saturday; however, the DJ name and background music were changed. Videos are 7-13 seconds long, include DJ name, time, age limit, and additional

information (Figure 18). The majority of videos had red, black, and white colors to support the brand's visual identity. Some elements of the videos were taken from the graphic poster, created by a designer (e.g., pizza slices and "Broo Weekend" sign); another text was created by using a variety of fonts. It is vital to catch viewers' attention from the beginning of the video to stop them from swiping to the next one and make the brand recognizable; therefore, the bright colors and Broo branding were used.

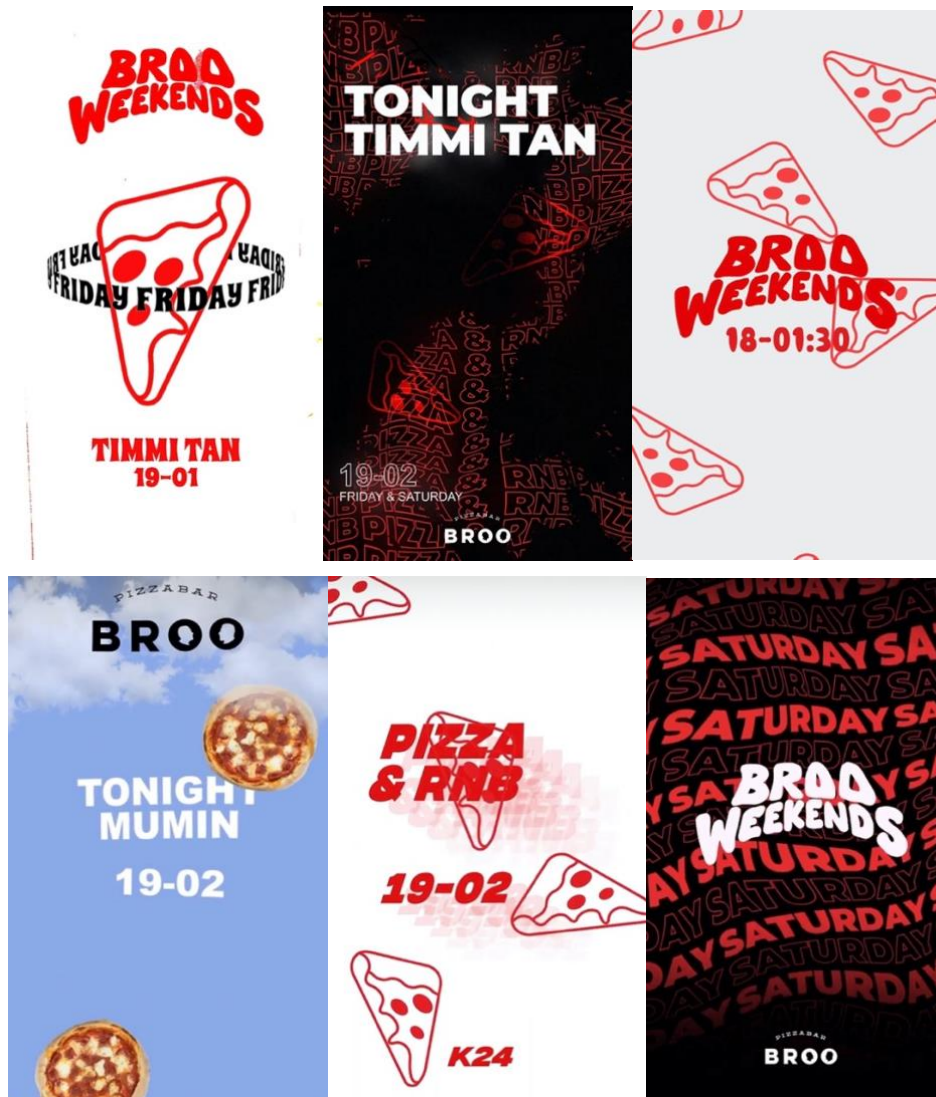


Figure 18. Screenshots from some of the animation videos, made for weekend events

5.2.3 Menu

Lastly, figure 19 below illustrates the weekly lunch and pizza menu for the stories. The design includes the Broo logo on top, week number, and menu for each day; all the information is surrounded by a red and white check pattern frame. The pattern was added to her to enhance the branding and make the customers' lunch announcement recognizable.



Figure 19. Lunch menu and pizza menu (Broo Instagram 2020)

5.2.4 Written content

The voice and tone of the written content was kept simple, warm and friendly. Meanwhile, the captions were relatively short and to the point, including only the necessary information. It was essential to portray the brand as a friend that customers can trust. To make the writing a little more engaging, few emojis were used in the captions.



Figure 20. Instagram post (Broo Instagram 2020)

The created content was collected into the electronic folders on the computer, based on the type, date of creation, and purpose; therefore, it was less challenging to navigate and search for the needed content. Using the “Preview” application, the content was scheduled several weeks ahead, based on the visual factors and the purpose and the content plan.

6 Implementing the plan, prepared in the PT 4.

This chapter describes the process of implementing the content plan, prepared in the PT 4. Later, it summarizes the result after the plan was implemented.

6.1 Process

The first post was shared on January 10, 2020 (Friday), promoting the weekend event and DJs, then starting from Monday, December 13, the posts were shared three times per week, according to a posting schedule (Chapter 4). Most of the time, the posts were shared manually; in some cases, there were scheduled in the “Later” app to automate the process. The application allows marketers to set a date and time of posting in the future, add visual and written content. Every Monday morning, a lunch animation video was posted to stories, following the weekly menu, edited in a new design. The captions for posts were gathered in the “Notes” app and added to the posts directly in the Instagram app. Hashtag #broolovequotes was created for easier navigation between posts with love quotes that became a statement of the restaurant social media. In merchandise photo and video posts, the credits to designers were included.

User-generated content was reposted into the stories (figure 21) occasionally; also, a story highlight “Pizza” was created specifically to collect all the photos and videos of pizza posted by customers and the restaurant. Some of the content was also reposted to feed with permission from the author.



Figure 21. Example of User generated content (Broo Instagram 2020)

Three more highlights were added; "Lunch," a weekly updated lunch menu, was added into the highlight for customers to find it easily. "Menu" highlight incorporated the pizza, salad, and dessert menu, whereas, "Weekend" highlight had the necessary information about the weekend events and resident DJs playing in the restaurant, as well as some videos and photos from the weekends. Lastly, the profile bio was updated, adding the restaurant's essential information; additionally, the opening hours in the bio were kept up to date. Based on the hashtag research conducted during the plan development phase, hashtags were added to some posts selectively. Hashtags were not included in the caption but were added in the first comment to the post; it made the caption look more professional while not losing users' focus from the written information. Branded hashtags of Helsinki restaurants and food pages were also added to the list of hashtags (e.g., #heleats); by using these hashtags, the post can be featured on another profile, resulting in exposure for the brand.

6.2 Success analysis

During the implementation phase, the audience's engagement was monitored and analyzed, using the Instagram built-in analytics. The analysis methods were chosen based on the objective to see whether or not the strategic content plan and its implementation were successful. Instagram built-in analytics was primarily the source of data for the analysis. The content engagement was the primary metric studied closely to determine what type of content worked best and got the most engagement from the audience. Content engagement analytics include a detailed breakdown of likes, comments, shares, and saves. Due to a bug in the application, some analytical results got deleted, and it was possible to analyze the content using all the engagement metrics only starting from January 24. Interactions with the new content were compared to the old one. Posts with hashtags were analyzed separately to identify if the hashtags impacted the reach; in addition, what hashtags were used.

Table 4. Analysis methods

Subject of analysis	Analysis methods used
Content engagement: likes, views, comments, shares, saves	Analysis of Instagram built-in analytics. Insights: Content interaction.

Post reach	Analysis of Instagram built-in analytics. Insights: Accounts reached.
Hashtags reach	Analysis of Instagram built-in analytics. Insights: Accounts reached and Discovery.

6.3 Implemented plan

The figure 22 below shows the Instagram feed of Broo Pizza Bar from January 10 until February 12; Appendix 7 illustrates the posts made after February 12. The feed included images of food, people (i.e., DJs, staff, chef), behind the scenes videos, and restaurant merchandise. Posts were shared three times per week, according to the posting schedule. The goal was to balance the content and vary it while matching the colors of the posts. At the beginning of the implementation, videos were posted once every two weeks; however, after the engagement metrics analysis showed that videos receive more engagement (mainly shares), this content was posted weekly. The videos posted into the feed included filmed videos from the kitchen and animations created in Final Cut Pro X.

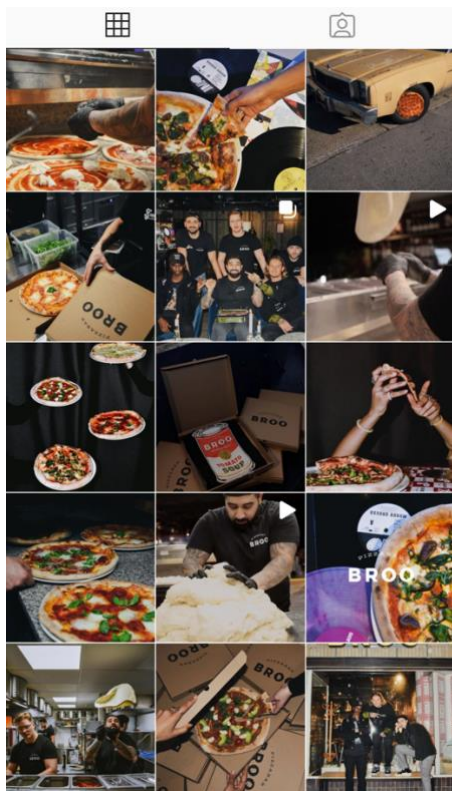


Figure 22. Instagram feed from January 10 until February 12 (Broo Instagram 2020)

Four highlights were created to have all the essential information that a customer might be seeking for. “Lunch” highlight was updated weekly with a new menu, “Pizza” is a collection of all pizza photos and videos posted by customers (User-generated content) and the restaurant. “Weekends” has a poster with information about resident DJs and times of events, whereas “Menu” has pictures of pizza, salad, and dessert menu with prices. The Instagram bio included opening hours, address, and “Lunch | Pizza | Music” on top to give an overview of the restaurant.



Figure 23. Story highlights

User-generated images and videos were a big part of the restaurant stories content; it was vital to add it to the implementation. This type of content creates social proof. At the same time, it encourages customers to share their experience in the restaurant online more. A few images were reposted in the feed, including the author credits at the end of the caption.

6.4 Success analysis results

The analysis showed that images with people had dramatically higher rates of engagement compared to food shots. The first post featuring DJs and weekend event announcement received 190 likes, whereas the average number of likes for food images was 74. The team picture received 232 likes with a reach of 2601 unique accounts. Proving the theory in chapter 2, the average posts reach 1500 unique accounts, whereas the reach of videos of food preparation was usually higher, reaching up to 2400 accounts. The most viewed video had 1766 views (3 November 2020), 217 likes, 14 shares, and eight comments. Funny content was making more users engage by commenting or sharing it. The weekend animation videos in stories also received attention from the audience since it was completely new content for the Broo. It is important to note that hashtags were also added to the video, making 269 accounts (out of the 2457 reach) discover the post through the hashtags. On the other hand, I learned that animation videos in the feed do not work as good as the videos of the team; the views ranged from 400 to 650 with a significant lower engagement. A few weeks into the implementation and analysis, I discovered that some images are a little too dark for the feed. Therefore, the future posts were fixed and edited to be brighter and have warmer tones.

Posts with hashtags rated higher in reach and engagement; with hashtags #helsinki, #heslinkirestaurants, #terassi, #myhelsinki, #helsinkifood, #europeantravel, #ravintolathelsinki, the post reached 3154 accounts, 557 of which discovered the image through hashtags. On average, on other posts, hashtags brought from 70 to 250 users. The usage of the branded hashtag of a Helsinki restaurants Instagram page (#heleats) led to free exposure for Broo on the profile with 11 000 followers and brought a new audience to the page.



Figure 24. Heleats repost

7 Discussion

In the final chapter, the key outcomes of the project are discussed, further recommendations are given, and personal learnings are evaluated.

7.1 Key outcomes

The project process started with studying theory and researching concepts related to social media marketing and content. The theoretical framework was structured in a specific way, starting with the broadest concept of social media marketing and ending with content marketing in the restaurant industry. Upon completing this phase, I have also learned about brand and branding, focusing specifically on social media branding and breaking down The 5-Source Model. It was also crucial to take a closer look at the social media platform that was going to be used in the project, the overview, opportunities for businesses, and the built-in analytics. The most detailed subchapter ended up being "Content marketing in the restaurant industry," where various useful concepts were analyzed. In addition to explaining nine content types, I also investigated studies about the best times to post on social media and about the hashtag strategy.

The commissioning company and its current social media presence were analyzed by conducting several interviews with the CEO, as well as studying its Instagram profile and branding. The result of the analysis included a clear understanding of the brand and its operations, as well as company needs for social media activity and its target audience.

The content plan development process included a study of different content types, brainstorming for ideas for enhancing Broo's branding by using the right content on its platform. When the content types were approved, the posting schedule was developed. Based on the studies about optimal times to post, hashtag research was conducted, and suitable hashtags were gathered into groups. Regarding the visual aspect of the content plan, the mood board was created to facilitate as a helping tool for further content creation.

The first images were created together with a photographer; it included pictures of food, behind the scenes, staff, and DJs. On the same day, several videos were filmed at the kitchen, showcasing a pizza preparation process; those videos were edited into shorter clips for feed and stories posts. Animation videos for weekend events were created on a weekly basis, including some elements of Broo branding and essential information about the event happening. All menus (i.e., lunch and regular menu) were designed in the red and white check pattern to support the brand's visual identity. The brand voice and tone

for the written content was kept friendly and simple, making the captions relatively short and straight to the point.

In the last but not least phase of the project, the content plan was implemented, including sharing created content according to the posting schedule and data studied in the theoretical framework. The implementation also included constant observation of results and analysis of the Instagram metrics. The analytics helped in improving the plan promptly. While working on the last phase of the project, my own video content experience has proven the theory in chapter 2. That the good video content receives more engaging than the images; at the same time, Broo's audience seems to prefer pictures and videos with people over plain pictures of food. Local Helsinki hashtags also proved to be working by increasing posts' reach and giving the restaurant an organic exposure.

7.2 Recommendations

Social media should always be up to date, including relevant information about opening hours, menu, deals, and events, therefore highlights and profile bio should be updated when needed. Based on the engagement results that were received, it is crucial to include videos and photos with people in the content plan and overall increase the amount of video content posted. Branding elements (e.g., logo, pattern, colors) should be included in social media visual identity in designs, menus, and posts. The usage of local and branded hashtags of other food-related media is essential to get organic exposure and a chance to be featured on another page to a new audience. Hashtag suggestions: #heleats, #helsinkirestaurants, #helsinkifoodie, #myhelsinki, #bestinhel.

7.3 Reflection on learning

Being a person who learns better by doing rather than by reading theory, the project gave me a unique opportunity to learn about social media marketing and content creation in a real-life business scenario. The project included four practical phases: developing the content plan, creating the content, implementing the plan, and analyzing the results. Therefore, I had a chance to work on each step of the process, gain practical skills and knowledge by developing a plan on paper and implementing it, and seeing the results. By working with a team on the photoshoots, I've gained team management and leadership skills, which are very valuable in the modern world. I believe that my time management skills also improved, as I was given specific time frames for when each phase of the project should be finished.

I want to emphasize that not only I gained a valuable real-life experience, but I also genuinely enjoyed my time spent on the project. It is very rewarding to see the results of your work.

References

- Arens E. 2020. The best times to post on social media in 2020. URL: <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>. Accessed: 4 October 2020.
- Baker K. 2020. Social Media Marketing: The Ultimate Guide. URL: https://blog.hubspot.com/marketing/social-media-marketing_. Accessed: 21 September 2020.
- Barnhart B. 2020. How to survive (and outsmart) the Instagram algorithm in 2020. URL: <https://sproutsocial.com/insights/instagram-algorithm/>. Accessed: 4 October 2020.
- Blystone D. 2020. The Story of Instagram: The Rise of the #1 Photo-Sharing Application. URL: <https://www.investopedia.com/articles/investing/102615/story-instagram-rise-1-photo0sharing-app.asp>. Accessed: 25 September 2020.
- Broo Instagram 2020. <https://www.instagram.com/broopizzabar/>. Accessed: 10 October 2020.
- Broo Instagram, 2019. <https://www.instagram.com/p/B3XTuWnBGy2/>. Accessed: 10 October 2020.
- Chacon B. 2019. How to Use Instagram Stories Highlights to Wow Your Customers. URL: <https://later.com/blog/instagram-stories-highlights/#:~:text=Instagram%20Stories%20Highlights-,What%20are%20Instagram%20Stories%20Highlights%3F,watch%20any%20time%20they%20like>. Accessed: 18 October 2020.
- Chacon B. 2020. The Ultimate Guide to Instagram Hashtags in 2020. URL: <https://later.com/blog/ultimate-guide-to-using-instagram-hashtags/>. Accessed: 6 October 2020.
- Chaffey D. 2020. The content marketing mix. URL: <https://www.smartinsights.com/content-management/content-marketing-strategy/the-content-marketing-matrix-new-infographic/>. Accessed: 30 September 2020.

Chen J. 2020. 5 actionable strategies for social media branding. URL: <https://sproutsocial.com/insights/social-media-branding/>. Accessed: 23 September 2020.

Chi C. 2018. How Long Should Your Videos Be? Ideal Lengths for Facebook, Instagram, Twitter, and YouTube [Infographic]. URL: <https://blog.hubspot.com/marketing/how-long-should-videos-be-on-instagram-twitter-facebook-youtube>. Accessed: 2 October 2020.

Content Marketing Institute 2020. What Is Content Marketing? URL: <https://contentmarketinginstitute.com/what-is-content-marketing/#:~:text=Content%20marketing%20is%20a%20strategic,to%20drive%20profitable%20customer%20action>. Accessed: 3 October 2020.

Cuure 2020. Cuure Instagram. <https://www.instagram.com/cuurevitamins/>. Accessed: 25 September 2020.

Davis R. 2014. Social Media Branding for Small Businesses: The 5-Sources Model. Business Expert Press. ProQuest Ebook Central.

Decker A. 2020. Instagram Marketing. URL: <https://www.hubspot.com/instagram-marketing>. Accessed: 30 September 2020.

Dictionaty.com 2020. Definition of Hashtag. URL:<https://www.dictionary.com/browse/hashtag>. Accessed: 6 October 2020.

Elshani F. December 2019. CEO. Broo Pizza Bar. Interview. Helsinki.

Elshani F. March 2020. CEO. Broo Pizza Bar. Interview. Helsinki.

Kopcok D. 2020. What Is a Mood Board? (And How to Create One for Your Photography Clients). URL: <https://expertphotography.com/photography-mood-board/#:~:text=A%20mood%20board%20is%20a%20collection%20of%20images%20gathered%20together,visual%20direction%20of%20a%20project.&text=You%20may%20send%20them%20to,project%20for%20feedback%20or%20collaboration>. Accessed: 15 October 2020.

Facebook 2020. About Instagram Insights. URL: <https://www.facebook.com/help/instagram/788388387972460>. Accessed: 6 October 2020.

Global Web Index 2020. Social Media Marketing Trends in 2020. URL: <https://www.globalwebindex.com/reports/social>. Accessed: 21 September 2020.

Gronlund, J. 2013. Basics of Branding: A practical guide for managers. Business Expert Press. New York.

Hanlon, A. 2015. The 4Cs marketing model. URL: <https://www.smartinsights.com/marketing-planning/marketing-models/4cs-marketing-model/>. Accessed: 16 March 2020.

Hoise R. 2017. HOW INSTAGRAM HAS TRANSFORMED THE RESTAURANT INDUSTRY FOR MILLENNIALS. URL: <https://www.independent.co.uk/life-style/food-and-drink/millennials-restaurant-how-choose-instagram-social-media-where-eat-a7677786.html>. Accessed: 3 October 2020.

Inbrands, Interics Design 2019. What Is the Difference Between Brand Identity And Brand Image Building? URL: <https://medium.com/@intericsdesigns/what-is-the-difference-between-brand-identity-and-brand-image-building-3b16c5f499cc>. Accessed: 26 September 2020.

Instagram Business 2020a. Get the latest from Instagram. URL: <https://business.instagram.com/blog/new-to-instagram-shopping-checkout>. Accessed: 28 September 2020.

Instagram Business 2020b. Stand out with Instagram stories. URL: <https://business.instagram.com/a/instagram-stories>. Accessed: 29 September 2020.

Instagram Business 2020c. Instagram Business. URL: <https://business.instagram.com/>. Accessed: 2 October 2020.

Keller K. L. 2013. Strategic brand management: building, measuring, and managing brand equity. 4th global edition. Pearson. Harlow.

Later 2020. URL: <https://later.com/>. Accessed: 19 October 2020.

Lightroom 2020. URL: <https://www.adobe.com/products/lightroom-mobile.edu.html#:~:text=Adobe%20Photoshop%20Lightroom%20for%20mobile,->

Your%20photography%20is&text=Craft%20and%20share%20pro%2Dquality,adjust%20clarity%2C%20and%20add%20vignettes. Accessed: 19 October 2020.

Lombard C. 2018. The Brand Identity Prism and how it works. URL: <https://howbrandsarebuilt.com/blog/2018/12/21/the-brand-identity-prism-and-how-it-works/>. Accessed: 23 September 2020.

Marketo 2019a. The definite guide to engaging content marketing. URL: <https://www.marketo.com/definitive-guides/definitive-guide-to-engaging-content-marketing/>. Accessed: 15 March 2020.

Marketo 2019b. The definite guide to social media marketing. URL: <https://www.marketo.com/definitive-guides/the-definitive-guide-to-social-media-marketing/>. Accessed: 15 March 2020.

Michalsk J. 2019. Instagram Study 2019: What we learned analyzing 5.4 million posts. URL: <https://www.quintly.com/blog/instagram-study-2019>. Accessed: 30 September 2020.

Moriuchi, Emi. Social Media Marketing, Second Edition: Strategies in Utilizing Consumer-generated Content, Business Expert Press, 2019.

Newberry C. 2019. A Marketer's Guide to Using User-Generated Content on Social Media. URL: <https://blog.hootsuite.com/user-generated-content-ugc/>. Accessed: 22 September 2020.

Nilsson D. 2020. SOSTAC ® Marketing Model – Top Ranked Planning System. URL: <https://www.daniel-one.com/blog/sostac-marketing-model-planning-system>. Accessed: 16 September 2020.

Pascal 2020. Pascal Instagram. URL: <https://www.instagram.com/cafepascal/>. Accessed: 28 September 2020.

PR Smith. SOSTAC Planning Official Source. URL: <https://prsmith.org/sostac/>. Accessed: 15 September 2020.

Reese's 2020. Reese's Instagram. URL: <https://www.instagram.com/reeses/>. Accessed: 23 September 2020.

Schwab S. 2011. Finding your brand voice. URL: <https://socialmediaexplorer.com/content-sections/tools-and-tips/finding-your-brand-voice/>. Accessed: 25 September 2020.

Slade-Brooking C. 2016. Creating a Brand Identity: A Guide for Designers. Laurence King Publishing. London.

Smith, P.R. 2015. Sostac(r) Guide to Your Perfect Digital Marketing Plan: Save Time Save Money with a Crystal Clear Plan. PR Smith. Accessed: 15 September 2020.

Sprout social index. The Sprout Social Index, Edition VIII: Turned Off. URL: <https://sproutsocial.com/insights/data/q3-2016/>. Accessed: 9 September 2020.

Stackla 2019. DATA REPORT: Bridging the Gap: Consumer & Marketing Perspectives on Content in the Digital Age. URL: <https://stackla.com/resources/reports/bridging-the-gap-consumer-marketing-perspectives-on-content-in-the-digital-age/>. Accessed: 27 September 2020.

Statista 2019. Number of social network users worldwide from 2017 to 2025. URL: <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>. Accessed: 16 September 2020.

Statista 2020. Forecast of social media user numbers in Finland from 2018 to 2024. URL: <https://www.statista.com/statistics/568902/predicted-number-of-social-network-users-in-finland/#:~:text=Forecast%20of%20social%20media%20user%20numbers%20in%20Finland%202018%2D2024&text=This%20statistic%20displays%20an%20estimated,amounted%20to%203.34%20million%20individuals.> Accessed: 16 September 2020.

Swan S. 2020. A SOSTAC Plan Example. URL: <https://www.smartinsights.com/digital-marketing-strategy/sostac-plan-example/>. Accessed: 15 September 2020.

Tarver E. 2020. Brand Identity. URL: <https://www.investopedia.com/terms/b/brand-identity.asp#:~:text=Brand%20identity%20is%20the%20visible,is%20distinct%20from%20brand%20image.> Accessed: 26 September 2020.

The preview app 2020. Preview. URL: <https://thepreviewapp.com/>. Accessed: 19 October 2020.

Warren J. 2019. 11 Creative ways to use Instagram carousel posts for your business. URL: <https://later.com/blog/instagram-carousel-posts/>. Accessed: 30 September 2020.

We are Social 2020. Digital in 2020. Global Digital Overview. URL: <https://wearesocial.com/digital-2020>. Accessed: 19 September 2020.

Wesr C. 2020. How to strengthen your Instagram branding. URL: <https://sproutsocial.com/insights/instagram-branding/>. Accessed: 25 September 2020.

West C. 2019. Top Instagram trends from 2019 and what to expect in 2020. URL: <https://sproutsocial.com/insights/instagram-trends/>. Accessed: 28 September 2020.

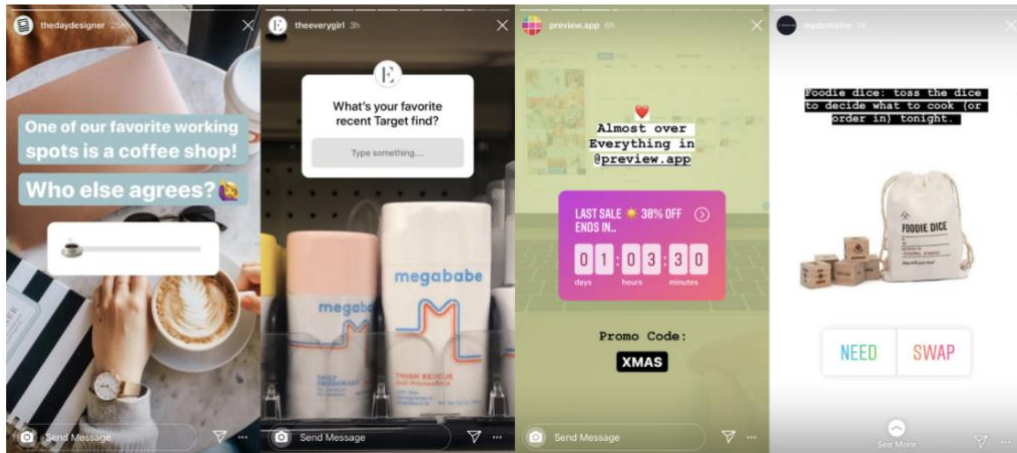
Wheeler A. 2012. Designing brand identity: An Essential Guide for the Whole Branding Team. 5th ed. Wiley.

Zote J. 2020. How to craft an impactful Instagram bio for business. URL: <https://sproutsocial.com/insights/instagram-bios-for-businesses/>. Accessed: 24 September 2020.

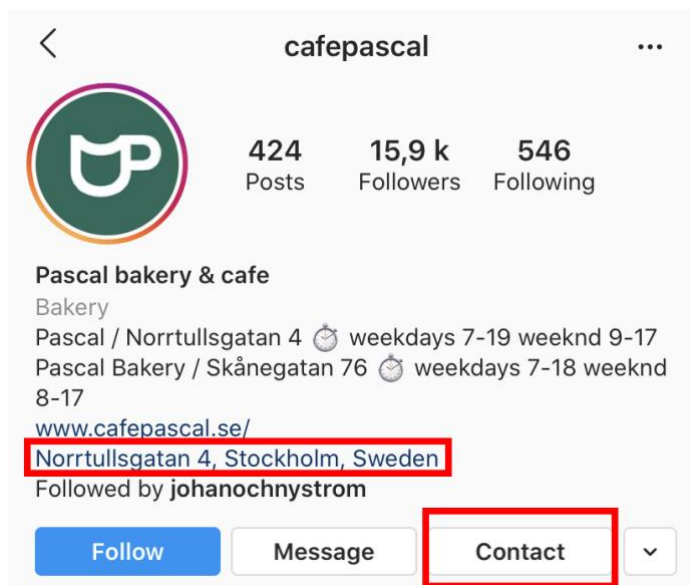
Zovitsky K. 2020. 20 Content Types To Include In Your Instagram Marketing Strategy. URL: <https://www.conversionadvantage.com/instagram-marketing-strategy/>. Accessed: 29 September 2020.

Appendices

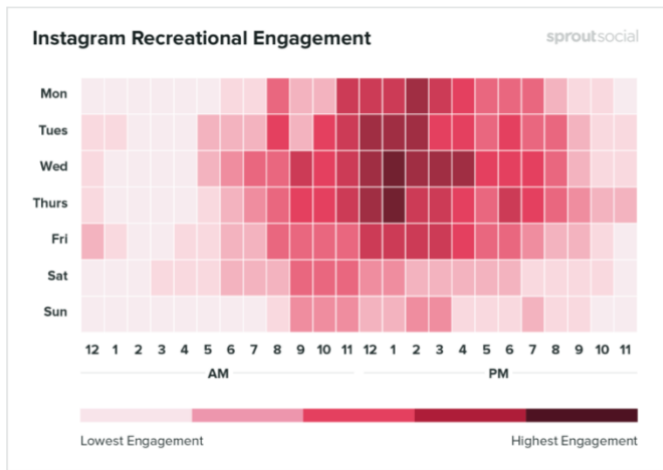
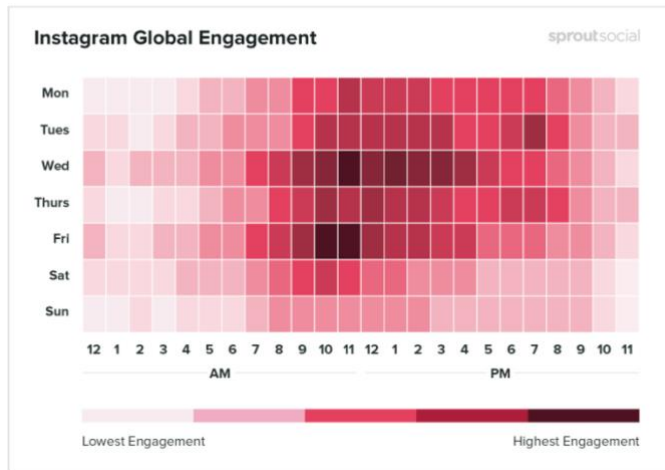
Appendix 1. Social media trend 2020: interactive content (West 2019).



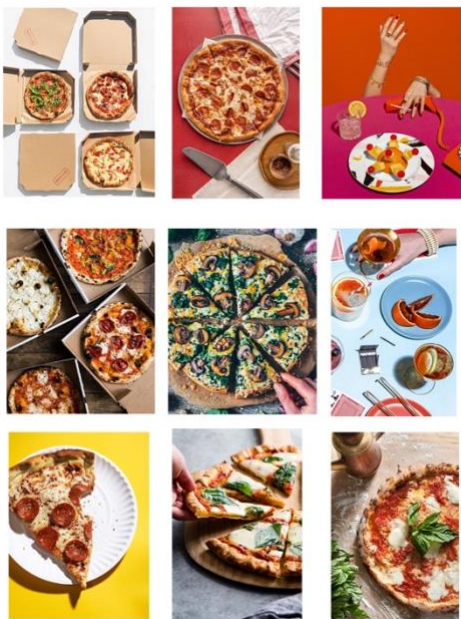
Appendix 2. Instagram business account. Contact information (Pascal Instagram, 2020).



Appendix 3. Best times to post in Instagram (Sprout Social 2020).



Appendix 4. Mood board for the first food photoshoot (Images from Pinterest, Instagram).



Appendix 5. Examples of created visual content for Instagram (Broo Instagram 2020).



Appendix 6. Instagram feed from February 14 until May 26.

