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INSTAGRAM AS A VISUAL MARKETING TOOL FOR A RESTAURANT

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Instagram as a visual marketing tool for a restaurant		39 pages 15 pages of appendices
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<p>Abstract</p> <p>The main goal of the thesis is to promote the Kasarmina restaurant via social media. In order to achieve this goal, the following objectives were set: analyze different types of marketing; review visual marketing and visual content types, describe the influence of colors used in marketing on people; review Instagram marketing, tools used in it and Instagram marketing strategy; demonstrate the use of Instagram in the particular case.</p> <p>In the first – theoretical part of the thesis – various aspects of marketing in general were considered, visual and Instagram marketing were considered in detail. The main types of content used in visual marketing were characterized. The psychology of color in marketing was considered, and how certain colors affect people was described. Statistics were provided showing the current power of Instagram. The main tools used in this social network were described in detail. A marketing strategy plan for Instagram was presented.</p> <p>The second part is dedicated to how can Instagram be employed as a visual marketing tool in a particular case – Restaurant Kasarmina. First of all, the author determined why Instagram is a relevant platform for promoting a restaurant. A survey was conducted among the students who are target audience of the restaurant. And the interview was held with the director and cook of the restaurant, which allowed to find out their attitude to Instagram promotion of the restaurant.</p> <p>In the last chapter, the content-plan for Kasarmina restaurant’s Instagram profile was offered. The color scheme was suggested, the profile picture and bio were created. Seven posts (pictures and captions) were created in order to visually show what a profile might look like.</p> <p>In conclusion it can be said that the goal and objectives were achieved. Suggested posts and content plan can be employed for the restaurant’s promotion in the future.</p>		
<p>Keywords</p> <p>Visual marketing, Instagram marketing, visual content, restaurant business, Ravintola Kasarmina</p>		

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1 INTRODUCTION

Nowadays the restaurant industry is developing rapidly. It happens because in the modern world people tend to visit restaurants not only for special occasions, but on a daily basis. We can say that there is a new trend – replacing home-made food with food service places. Cafes and restaurants are integral part of the modern food culture.

At the end of 2019, there was an outbreak of the coronavirus infection, which subsequently led to the global COVID-19 pandemic. Of course, the epidemiological situation has greatly affected all spheres of society. Almost all countries declared mandatory quarantine. The hospitality industry has suffered greatly. Public places, in particular case, restaurants, worked only for "take-away"/ delivery, or closed completely. The restaurants that offered the delivery services had a significant increase in the volume of orders and the number of customers. While some restaurants were barely able to “keep afloat”, they needed to attract customers. During the pandemic, when the whole world has switched to remote communication, the most effective way is marketing through social networks.

Due to the huge amount of information available on the Internet, people often may not notice particular business's advertising post. Therefore, it is so important to pay attention to the visual component. Today, the platform that combines these two aspects is Instagram. This is a social network that focuses on visual content.

In this thesis research will be conducted, theoretical material will be studied thoroughly. Various aspects of marketing in general, its types, and basic concepts will be discussed. Visual marketing will be studied in detail. The evidence that Instagram is suitable platform for promoting chosen business will be provided.

The empirical part will consider a promotion of Ravintola Kasarmina through the social network Instagram.

The goal of this work is to promote the Kasarmina restaurant via social media.

The author of this thesis identified the following research objectives:

- Analyze different types of marketing.
- Review visual marketing and visual content types, describe the influence of colors used in marketing on people.
- Review Instagram marketing, tools used in it and Instagram marketing strategy.
- Demonstrate the use of Instagram in the particular case.

2 TYPES OF MARKETING

Over time, marketing has developed rapidly, changed, acquired new forms, etc. Today, there are many types of marketing, some have been used for many decades, others are only "coming into use".

There are many approaches of classifying types of marketing. Anders Hjorth is famous Digital Marketing Strategist, specialist in SEO. He worked with Google and founded a number of agencies himself. There is an article written by him that reviews the most effective types of marketing. (Hjorth, 2021)

Let us take a closer look at these types.

Word-of-mouth

It is a non-commercial form of marketing communication, where intermediaries-distributors are people from the target audience. It has strong connection with the customer relations. The better your relationship with your customers, the more often you will be recommended.

Content marketing

It is a set of techniques in marketing – the main purpose of which is to create and distribute such information that will be useful and interesting to users. The main focus is on the usefulness, relevance and significance of the information (content), which is not direct advertising, but which indirectly persuades the customers to make the necessary decision for the distributor.

Visual marketing

It is essential part of content marketing. Visual marketing refers to a complex of visual communications and means of visual brand identification, with the help of which the desired semantic, rational and emotional messages of the brand are transmitted and delivered to the target audience.

Local marketing

Marketing activities aimed at attracting customers within a certain radius relative to the location of your company. Its main difference from other types of marketing is a geographical reference to the area.

Email marketing

This is a way to promote products or services through email newsletters. Email marketing is a top digital media tool that can not only attract and retain customers, but also increase brand loyalty.

Performance marketing

This is the concept of Internet marketing, which aims to achieve specific, financially measurable business results (KPI) in the shortest possible time. The concept implies the integration of Internet marketing tools into a single strategy, based on the goals and characteristics of the company.

Influencer marketing

This is a form of social media marketing that includes recommendations and product placement from opinion leaders. More briefly, influencer marketing is a way to promote products or services through influencers.

Only some types of marketing were presented above. Of course, there are many more of them. In the next chapter, we will take a closer look at visual marketing, which is exactly what this work is about.

2.1 Visual marketing

The definition of visual marketing is “a discipline that studies the relationship between an object, the context in which it is located, and its relevant image. Presentation of the disciplinary relationship between economics, the laws of visual perception, and cognitive psychology”. (Meyer, n.d.)

Visual marketing is a powerful tool that attracts and retains audience with the help of competent visual content construction. Visual marketing involves using images, infographics, videos, and more to build brand and strengthen connection with the audience. Visual marketing allows businesses to communicate with their customers. Of course, for the disclosure of some topics, the text may not be enough, this is where visuals are used. It will be much easier for a business that competently uses visual marketing tools to interact with its audience.

2.1.1 Power of visual content

This chapter answers the following questions:

- Why is visual marketing so important?
- What is its power?

People are visual beings, and they perceive most of the information visually.

In his article, Payman Taei (creator of Visme, one of the leading online graphic platforms for the creation of visual content) cites the findings of the research conducted, which is about the effectiveness of visual content. (Taei, 2017)

PROCESSES: WHY VISUAL CONTENT IS KING.

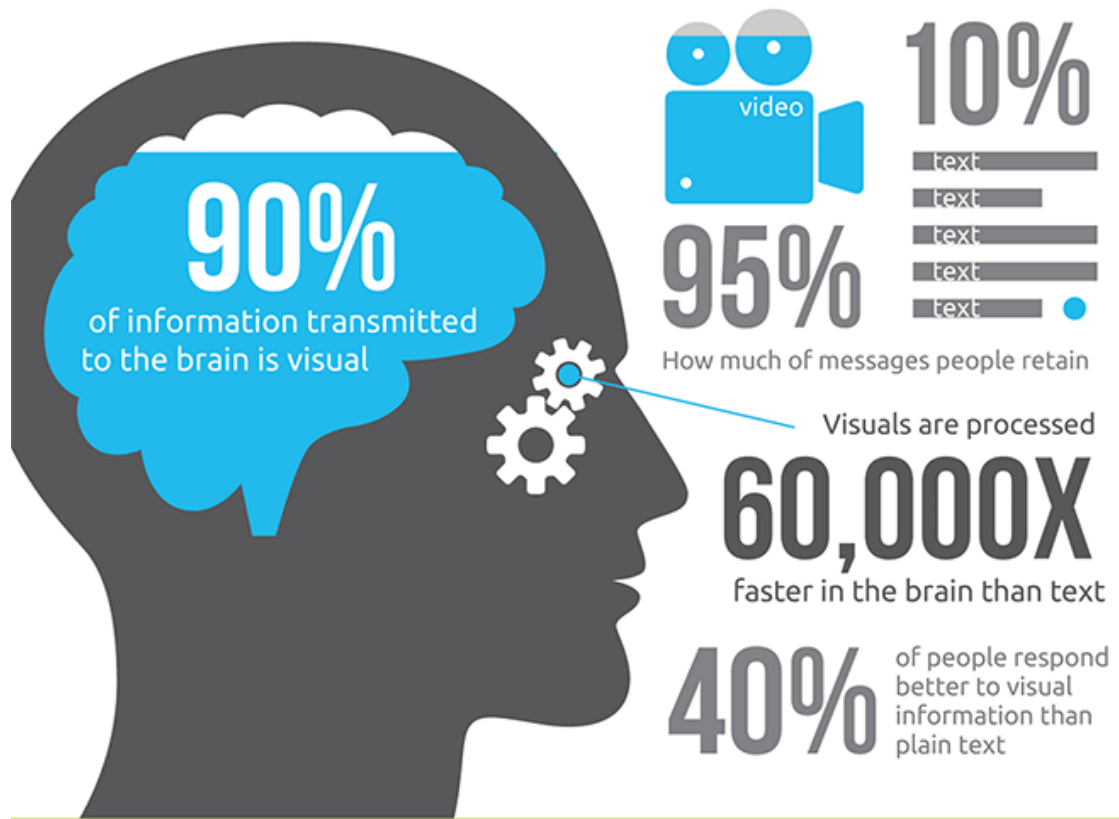


Figure 1. Infographic “The power of visual content” (Gaille, n.d.)

- The human brain spends 60,000 times more time processing text content than it does processing visual content (even if both have the same essence).
- As a percentage, visual information accounts for more than 90% of all information received by a person in a day. Of course, verbal information is important without it, but it will never surpass visual information.
- 40% of people respond better to images than to text information. It is much easier for them to perceive it.
- Nowadays, almost all human communication is nonverbal – more than 90%.

For comparison, the same information is presented in the form of an infographic, which is shown in Figure 1.

It is not a secret that on our planet the majority of the population are people with a predominant visual perception. Since the thesis is devoted to a topic related to the hospitality industry, specifically to the restaurant business, we will consider the use of visual content in this area.

Most restaurants use illustrations of dishes in their menus. Because the name of the dish and the list of ingredients are often not enough. An attractive photo of a dish in a beautiful serving is much better sold.

A similar situation occurs when booking a hotel. The websites have a detailed description of the room equipment, but it will never be enough without a visual accompaniment. Most often, the decisive point when booking is the visual attractiveness of the rooms, lobbies, and restaurants of the hotel. The photo saves the client from having to read a detailed description.

And another trivial example from everyday life – road signs. They best show how a visual can replace text. I think everyone will agree that if the signs were textual, they would be much more difficult to perceive.

2.1.2 Visual marketing content types

As mentioned earlier, there is a huge competition in the market. The Internet is full of information, so it is very easy to get lost and go unnoticed. Visual marketing uses various elements and tools that help to make content colorful and attractive.

In his article, Alexander Santo (author, experienced media strategist who worked with world famous brands) identifies 14 types of visual content. (Santo, 2020) These types are presented below in the Figure 2. The figure is created by the author of the thesis.

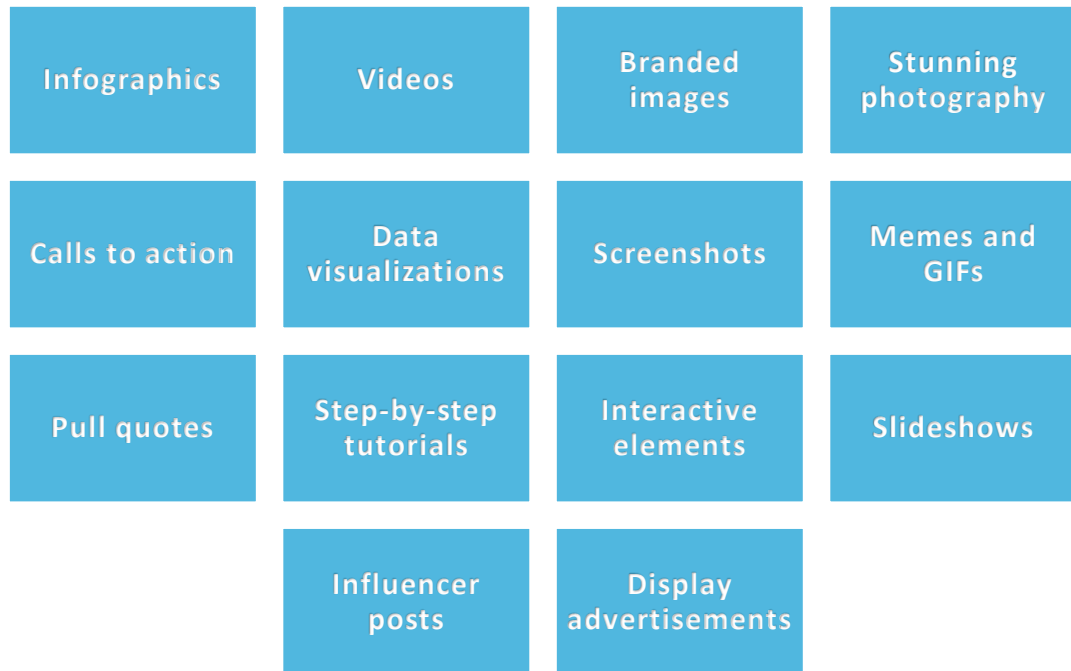


Figure 2. Types of visual content

Now only four types that are most actively used in Instagram will be considered in this paper.

Infographics

Infographics are a graphical way of presenting information, with the help of tables, diagrams, assuming a minimum amount of text. The main purpose of infographics is to present complex information in a convenient way, for faster and easier perception.

Web designers list the main aspects of what a good infographic should be. (Velarde, no date) (InfoGraphicDesignTeam, 2019)

- Color harmony
- The combination of fonts
- Visual unity
- The accuracy of alignment, margins, and so on
- Simplification
- Use of reliable sources
- Integrity

Images

Images are the most common type of visual content. They are widely used by all businesses. The popularity of images is explained by the fact that they can convey a large amount of information, a person does not have to struggle and read voluminous texts, also images perfectly "unload" the page, break the texts into parts, give them lightness and contribute to a simpler perception.

Videos

Video content is taking an increasing share. Marketers claim that today it is the best format of visual content. In a short video, you can fit a lot of information, make it accessible for understanding and perception. Experience shows that people prefer video over text content.

When creating video content, you need to consider many aspects. First, the video should not be long. It should convey the essence as succinctly as possible. Secondly, according to statistics, most of the videos people watch without sound, so you need to accompany the video with subtitles. Third, it is necessary to pay attention to the visual component, the picture should be attractive, and the unity of style should be observed.

Memes and quotes

In the modern world, this type of content is very popular. Creating humorous, memorable images, using attention-grabbing quotes is a great way to capture the attention of the person flipping through the feed.

It is also the type of content that will "promote itself". People tend to share memes and quotes with each other. Also, such content will perfectly diversify any profile, blog, add humor and bring you closer to your target audience.

2.1.3 The psychology of colors in marketing

Colors play a huge role in perception and influence customer behavior and decision-making. For example, different colors used in brand symbols can affect

the brand's reputation among the audience. All these processes occur on a subconscious level.

Color functions in advertising:

- reflects the essence of the product or service.
- attracts attention.
- highlights certain elements.
- forms the attitude to the offer.

This work is devoted to the marketing of the restaurant in the social network Instagram. This platform is dominated by visual content. Therefore, it is so important to pay attention to the color scheme, it is necessary to keep a profile in colors that are pleasant for people to perceive. This chapter is about how colors affect the perception of the consumer. The information is taken from the internet sources: website oberlo.com (Ferreira, 2019), website helpscout.com (Ciotti, n.d.), infographic on the website iconicfox.com (Houraghan, n.d.).

Red

Red is a very powerful color. It carries a lot of energy. Red color is often associated with passion, admiration, it attracts attention, quickens the heartbeat. We must not forget that such a powerful color can also alert people, because on a subconscious level, red is associated with danger.

Orange

Orange color - very positive, creates a feeling of warmth. Associated with the sun. It causes mostly positive emotions - joy, pleasure, a surge of strength. The negative side of this color is related to the association with frustration and apathy.

Yellow

Yellow is a warm color, often used by food service chains. It symbolizes optimism, happiness, and summer. It looks most advantageous in contrast with

dark shades. Negative characteristics of this color are associated with the fact that it can cause a sense of irrationality, fear and frustration.

Green

Green is the most pleasant color for perception. Contributes to the relaxation of the eyes, is associated with health and nature. Often used by eco-friendly brands and banks. From the point of view of psychology, green can cause negative emotions, and they are associated with such feelings as inhibition, weakness.

Blue

The blue color has a strong calming effect. It is associated with a sense of stability, loyalty, serenity and security. But on the other hand, this color sometimes seems cold and distant.

Purple

The purple color is historically considered to be "rich". It causes people to have such feelings as: freedom, superiority, fantasy. Perfect for brands that position themselves as prestigious. It is necessary to use purple shades with caution, as they may seem extravagant to some people. This color can also cause emotions of dejection and depression.

White

White is the base color. Often dominates among other colors. It is associated with freshness, purity, and innocence. But it can also cause feelings of emptiness and detachment. Perfect for brands with an eco-concept.

Black

Black is the base color along with white. There is a misconception that black is directly related to mourning, but this is not the case. Black represents sophistication, luxury, and is used by luxury brands. Black color looks great and advantageous next to bright colors. Black color adds strictness and is widely used by brands associated with the fashion industry.

The Appendix 1 presents illustrations created by the author, describing the psychology of colors in a visual way.

Based on the information given about the influence of certain colors, some conclusions can be drawn.

Each color can cause both positive and negative emotions, it is very individual for each person, but there are general trends. For example, for a restaurant, it is very beneficial to use bright colors such as red and orange – they help to excite the appetite. The yellow color works perfectly in restaurant marketing – it helps to improve the mood, the customer who is in a good mood is most likely to make more purchases. It is also worth paying attention to such colors as green and white – they evoke associations with eco-friendly and health, which is very important in the restaurant business industry.

2.2 Instagram marketing and its power

Instagram is a popular social network designed to share photos and videos. Nowadays, there is a constant growth of the audience. It is also worth noting that the social network is constantly modernized, including updates related to marketing and business promotion.

The following features of Instagram can be distinguished:

- Instagram is a mobile app. That is why the platform is designed to be used from a smartphone. All the features of Instagram are inextricably linked to mobile devices.
- The main focus is on visual content, so the promotion methods are more specific in contrast to other social networks.
- Users tend to distribute relevant information for them in their profile and share it with friends.

Among the existing in the World Wide Web social networks (Facebook, Twitter, etc.), it is worth highlighting Instagram. This media platform has the most effective and favorable base for the promotion of visual content. As mentioned earlier, visual content is much better perceived by people and for the restaurant

business, so the best way to attract customers is to share photos or videos of dishes.

In addition, Instagram has added many features for full-fledged promotion of products and services. In 2016, it became possible to create a business profile. When switching to a business account, the user has the opportunity to track statistics and promote posts. Now there are also call-to-action buttons: call, email, shop now, download, learn more, see more, etc. All these innovations have attracted different companies (even famous restaurants such as Starbucks, Taco Bell, Shake Shack, Dominos) to this social network, because now goods and services can not only be promoted but also sold there.

The power of Instagram is reflected in the statistics.

- 55 million photos uploaded daily.
- In one second, users put 8.5 thousand likes and leave 1 thousand comments.
- 57% of users look through Instagram at least once a day; 35% several times.
- Instagram engagement rate is 15 times higher than Facebook engagement rate.
- More than 25% of the brands on the @Fortune500 list (ranking of the 500 largest global companies) use Instagram.

Information taken from the book “Instagram: effective promotion from A to Z” (Ingate Digital Agency, 2016).

Here are some more statistics that prove that Instagram is one of the best platforms for marketing a business. (Decker, 2017)

- 90% of Instagram users follow at least one business account
- Users browse for an average 53 minutes per day
- There are 1 billion active monthly Instagram users
- 83% of Instagram users have discovered a new product or service in Instagram

2.2.1 Instagram tools

There are quite a few tools in Instagram. They allow business profiles to attract and retain a new audience. In this chapter, these tools will be considered separately and in more detail.

Stories

This is a tool that allows users to upload photos or short videos that are 15 seconds long. The key feature of the “Stories” content is that it disappears after 24 hours.

This tool was launched on the platform on August 2, 2016 and almost immediately became extremely popular among the users. This is largely due to the fact that the content is not stored forever. Users have more interest in photos and videos that will soon be deleted forever.

Since the launch of Instagram Stories, they have been constantly improving. During this time, many new features have been added to the platform. Here are just a few of them:

- Stories Archive – the stories are carefully stored in the archive and can be reactivated at any time.
- Stories Highlights – allow to group stories by topic and pin important stories under the profile bio. This way followers will always have access to really important content.
- GIFs – animated themed stickers that can be attached to stories in order to diversify the content and attract attention to it.
- Fonts – several great font options are available to add a caption to a story.
- Instagram masks – almost a complete copy of the masks from Snapchat.

In “Stories” you can also create polls, quizzes and put a slider for assessment. “Stories” is an attractive tool for promoting blogs, products, and local businesses. They attract a lot more attention. In addition, you can attach a link to the product to the story.

Hashtags

Cambridge Dictionary defines hashtag as “used on social media for describing the general subject of a Tweet or other post (= message)”. (Cambridge University Press, n.d.)

Hashtags help users to find companies on Instagram. Posts with hashtags are much easier to find. Each hashtag is an active link. By clicking on it, the user sees all the images related to a particular topic. Hashtags can refer to what is depicted in a photo, display any mood, time of year, weather, event – anything. A maximum of 30 hashtags can be used in a post or comment. (Martin, 2015)

Location

A geotag in Instagram is a marker that points to a specific location of a post. Location, like hashtags, helps users find a company. Statistics show that posts with a location mark receive a 79% greater response than posts without a geotag. (Martin, 2015)

2.2.2 Marketing strategy for Instagram

Before creating a business profile on Instagram, you need to understand what can be your "thing". Currently, it is not enough just to post photos of your product from different angles. It is necessary to create really interesting content, at least useful, but do not forget about the brand.

Here is a list of steps to be considered (Martin, 2015):

1. Clear objectives
2. Create a strategy for the content
3. Decide on content themes
4. Decide on content types
5. Create a content calendar
6. Set clear-cut guidelines
7. Create a style guide
 - a. Consider composition

- b. Consider brand aesthetics
 - c. Decide on hashtags
8. Make an eye-catching bio
 9. Put live links & call-to-action buttons

3 RESEARCH METHODS

In this chapter the research methods used in this work are introduced and the way they were implemented is shown.

In the work two research methods are engaged – qualitative and quantitative.

The qualitative method is presented in a form of an interview with the administration of Ravintola Kasarmina. The interview is aimed to show the attitudes of the restaurant's managers towards using Instagram as a marketing platform. They were asked several questions which helped to:

- Define the target audience,
- Find out how much COVID-19 affected the restaurant's operations,
- Ensure that the restaurant needs a promotion,
- Find out their attitude to the Instagram marketing,
- Identify the features that they would like to reflect in the restaurant's Instagram profile.

The quantitative method was employed as well to add some statistics and show that Instagram is one of the best platforms for business promoting. The survey was conducted between students. There were the following goals:

- Find out which social networks people prefer and why
- Find out what purpose people use social networks for
- Determine the most popular types of content and the time frame of publications
- Why do people subscribe to business accounts on Instagram.

4 RESEARCH ANALYSIS

To better understand the objective of the study, an interview was conducted with the director (Margit Neuvonen) and cook (Noora) of the restaurant. They were asked questions that helped to reveal their attitude towards Instagram as a marketing platform, revealing the features of the restaurant, and questions about their idea of what a profile should look like: what type of visual content should be present, what colors should be used.

The administration of Ravintola Kasarmina defines XAMK students, teachers, and university employees as the main target audience of the restaurant. Now the Ravintola Kasarmina also serves Urpola elementary school pupils, because their school is under reconstruction.

In the interview the impact of the COVID-19 pandemic on the restaurant's operations was also discussed. The director said that before the pandemic, the number of customers was much higher, and now, due to the distant format of studying, the number of visitors has rapidly decreased. This is exactly the reason why the restaurant needs to be promoted.

The director and the cook agreed that today promotion in the social networks is the most convenient option. Students who are the main target audience actively use social networks. And with the whole world moving to a remote format – the best way to reach an audience is to communicate with them via the Internet. The restaurant administration is well aware of the popularity of such a social network as Instagram and considers it an excellent platform for promotion.

The director believes that creating an Instagram profile will increase the popularity of the restaurant among customers. The Instagram profile will also allow customers to learn more about what the restaurant offers and will help increase loyalty. Restaurant's administration notes that the audience is best affected by visual content (this is due to the simplicity of its perception). The director is convinced that visual content is the most successful solution for the restaurant business, since no description of a dish can compare with a beautiful, catchy photo.

Regarding the style of restaurant's Instagram profile, the administration believes that the colors of XAMK (black and yellow) should be used, because the restaurant is located on the campus and is an integral part of the university.

According to the restaurant's administration different types of visual content should be used in Instagram profile but pictures are the priority.

5 SURVEY ANALYSIS

In order to determine whether Instagram is the best option for promoting restaurant, a quantitative study was conducted in a form of a survey.

Relevance of the problem

Social networks have become an integral part of the lives of a huge number of people, especially young people. Students are among the most active users. At the moment, one of the most popular social networks is Instagram. This service has already become something more than just a place to communicate. Instagram has become a full-fledged platform for marketing. In order to confirm whether Instagram is really so popular, a quantitative survey was conducted.

Survey population

The survey was conducted on the Webropol platform. The link to participate was sent via email to 75 XAMK exchange students. A total of 40 students aged 20 to 27 years took part in the survey.

Limitations

The main limitation is the number of survey participants. If there were more of them, the results would be more reliable. But still, 40 people is a good indicator, and the survey can be considered reliable (the validity is normal because 54% of the focus group responded to the survey).

Hypothesis

Instagram is a relevant platform for promoting a restaurant

Survey results:

To the question: what social networks do you use? The following results were obtained (respondents could choose more than one option): almost 100% of respondents use Instagram. Half of the respondents also chose Facebook, slightly more than a quarter chose Twitter and slightly less than a quarter chose Snapchat. In the window for other options, the most popular answers were Tik Tok, YouTube and VK (the most popular Russian social network).

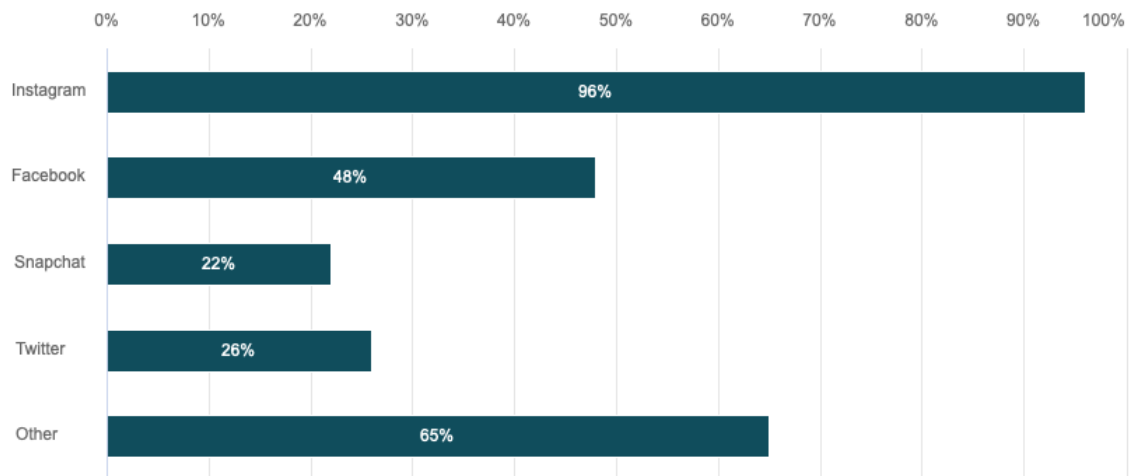


Figure 3. Percentage of using different social networks by survey respondents

Next, the question was asked about which social network users prefer and why. This question is asked in order to determine which social network is preferred for the users. Because a person can use all possible social networks but prefer specific one. The more preferred the network, the more convenient and popular it is among users. 78% of respondents said that they preferred Instagram. 13% preferred Facebook, 5% – Snapchat and 4% preferred Twitter. This question showed that the most preferred network is Instagram. The respondents were also given the opportunity to talk about the reason for their choice.

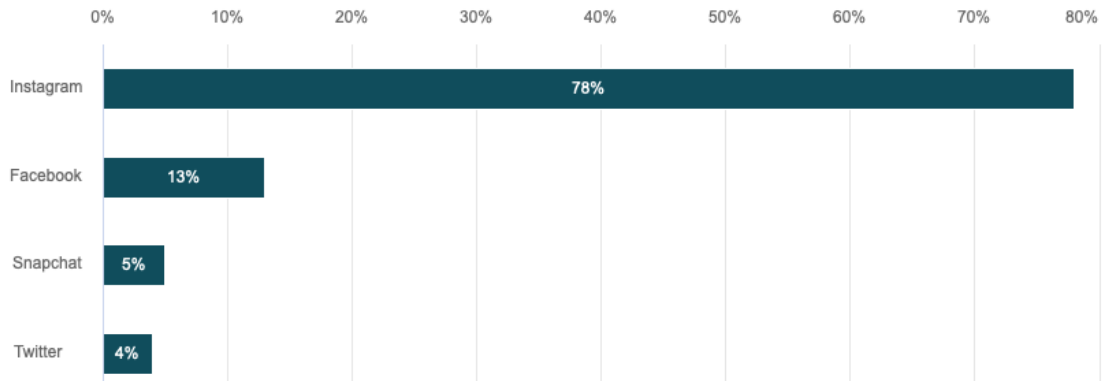


Figure 4. Most preferable social networks by survey respondents

The main reasons why respondents prefer Instagram were the following:

- One of the simplest and most convenient social networks
- Combines beautiful content and useful information
- It is interesting to watch photos and videos, you can share your own
- Lots of pictures
- Many active users
- This is an international network that is popular all over the world

The full list of responses is provided in Appendix 3.

Based on the results, we can conclude that people like to check the feed on Instagram often, they spend quite a lot of free time there. Most users log in to Instagram 3-5 and more times a day.

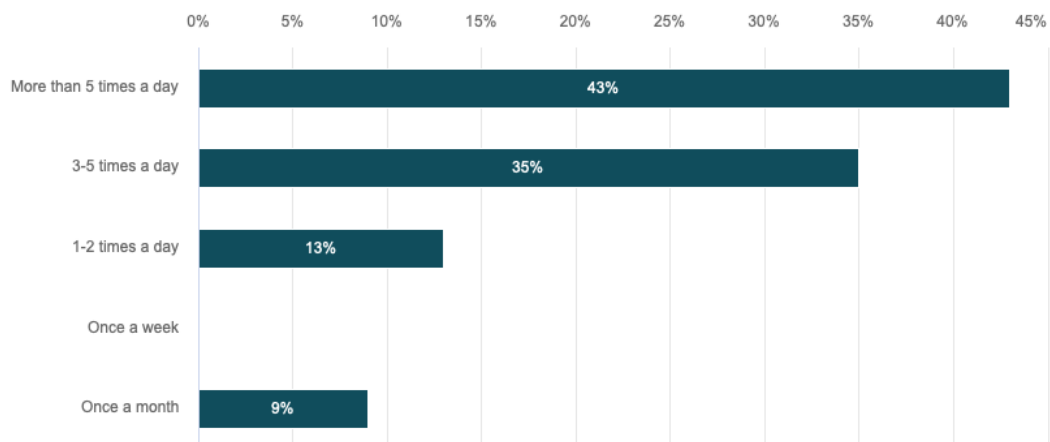


Figure 5. Frequency of checking Instagram feed by survey respondents

According to the statistics, respondents prefer to watch Stories a little more than posts. But the difference in the figures is small 52% versus 48%. This means that equal attention to both posts and stories needed to be paid.

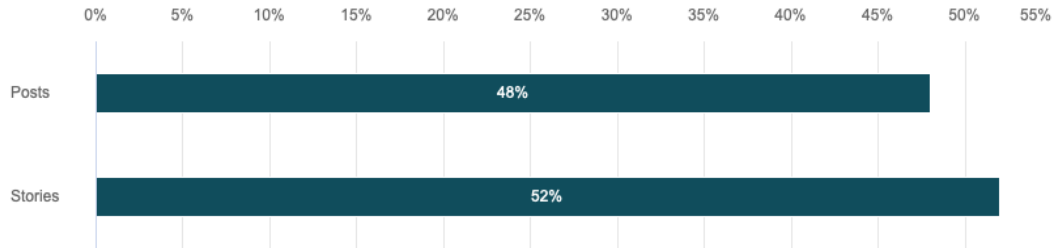


Figure 6. Respondents' interest in post vs stories

The survey participants were asked to choose which type of content attracted them more. The main choice fell on the visual content. Text content and quotes received the least votes. It was a multiple-choice question. The results are shown in the Figure 7.

Type of content	Percent
Photos	78,3%
Videos	69,6%
Quotes	13,0%
Memes	43,5%
Text content	26,1%

Figure 7. Respondents' most preferable types of content

An important element was to clarify in which cases users read long posts. The most popular answer was "if I'm interested in a topic", the second most popular answer was "if I'm interested in a person/company", 9% of respondents read a long post "if they like a picture", 4% of respondents "never" read long posts.

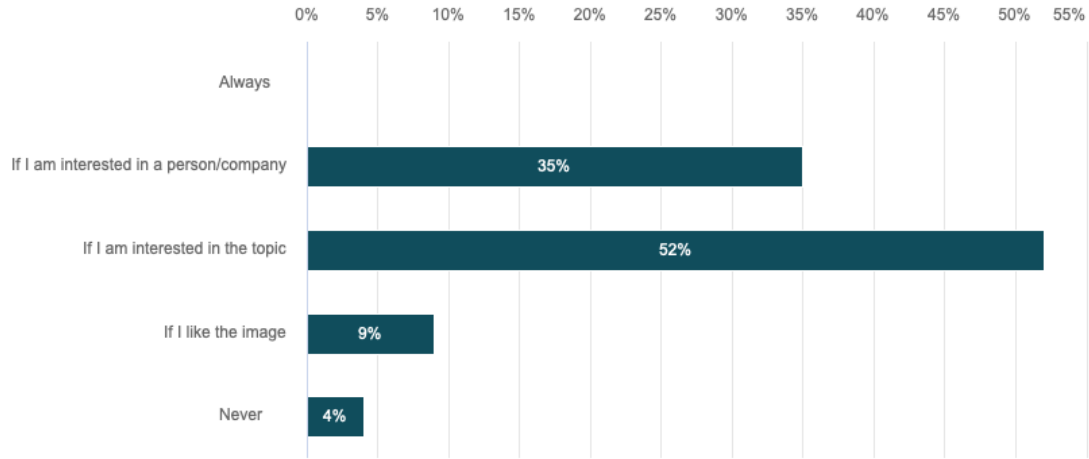


Figure 8. Reasons to read long posts

The survey also showed that the users most often check Instagram in the morning and in the evening (58% and 30%).

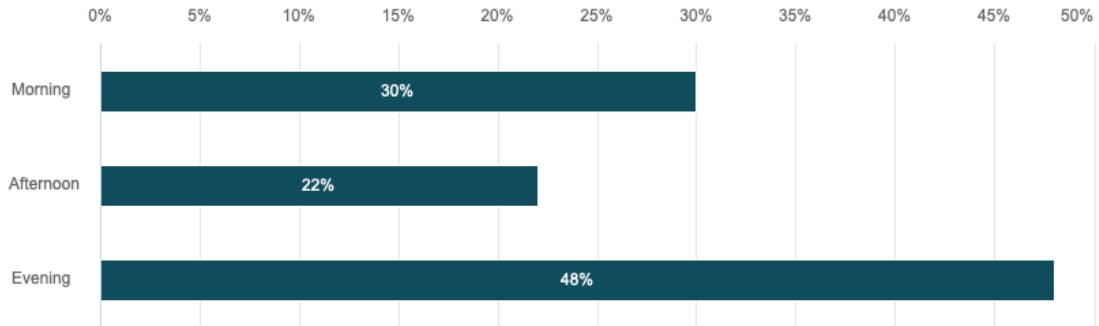


Figure 9. Most popular time to check the feed

Three-quarters of the respondents are subscribed to business accounts on Instagram. The survey revealed why people would follow a business account. It was a multiple-choice question. The results are shown in the Figure 10 below:

Reason	Percent
I want to keep up to date with the company's news	69,6%
I like the product/service	69,6%
I want to purchase a product/service	39,1%
I like pictures	17,4%
I like the post's texts	30,4%

Figure 10. Reasons why respondents follow business accounts

So, this study revealed that the target audience of the restaurant – students – actively use the social network Instagram. Therefore, the hypothesis can be confirmed: Instagram is a relevant platform for promoting a restaurant.

Based on the survey results, the main characteristics of restaurants Instagram profile can be determined:

- Posting at different times: in the morning and in the evening, in order to reach as large audience as possible, but not to be an annoying profile
- Posts and Stories are equally popular. It is necessary to create relevant posts and use Stories as an interactive tool to engage the audience.
- Visual content is the most popular. It is necessary to post photos and videos that can attract attention, because 30% of respondents read long texts only if they like the visual content.
- Most users read long texts only if they are interested in the topic or want to keep up to date with the company's news. Therefore, it is important that long posts immediately capture attention and do not disappoint in the future. The main thing is to correctly maintain the balance and not to "overload" the profile with informative posts.

6 THE USE OF INSTAGRAM IN CASE OF RAVINTOLA KASARMINA

This chapter covers the practical application of Instagram in the case of the restaurant Kasarmina. The following points are considered:

- Content-plan
- Profile picture and bio
- Color scheme
- Instagram posts and texts examples

6.1 Creation of a content-plan

An important step in Instagram marketing is to create a content plan. It is a detailed description of the posting: the day of the week, the time, the topic of the post, the topic of the story.

As an example, a content plan for the week was developed. It is presented in the Figure 11 below.

Day of the week	Post	Time	Stories	Time
Monday	Giveaway of three free lunches at the restaurant	17:00	Morning Coffee	7:00
			Menu for tomorrow	18:00
Tuesday	Cooking Tip	10:00	Lunch in Kasarmina	12:00
			Menu for tomorrow	18:00
Wednesday	Healthy plate	10:00	Take away service	10:00
			Menu for tomorrow	18:00
Thursday	Restaurant team	10:00	Desserts in Kasarmina	10:00
			Menu for tomorrow	18:00
Friday	Results of giveaway	17:00	Have a good weekend	18:00
Saturday	Take away service	10:00		
Sunday	Finnish traditional food	17:00	Poll "Which dish is better?"	12:00
			Menu for tomorrow	18:00

Figure 11. Content-plan for Ravintola Kasarmina

On Monday, it is suggested to create a post with Giveaway. This will help attract the attention of the audience and increase awareness of the profile. (Giveaway – is a lottery in social networks, in order to participate in which, the user have to do one or more actions. These are usually reposting, likes, posting, or following.)

On Tuesday, an informative post – cooking tip is posted according to the plan. This is done so that the page is not just a place to publish the restaurant's products, but also to be useful for followers.

On Tuesday, a post with a photo/infographic – healthy plate, there should be a minimum amount of text.

On Thursday, a post – introduction to the restaurant team is published. This will allow the audience to get closer to the restaurant, increase trust.

On Friday, a post with the results of the giveaway is published.

On Saturday, it is necessary to inform the audience about the takeaway service.

On Sunday, an informative post about traditional Finnish food can be posted.

As for the content of stories:

- from Monday to Thursday and on Sunday in the evening, there should be stories with the menu for the next day, this is very convenient for the audience
- daily at different time – stories without a lot of text, just beautiful visual content
- on Sunday, a poll can be held in stories, this will help increase audience engagement.

6.2 Color scheme

The target audience really appreciates good content and beautiful photos. Correctly placed pictures in the profile can give them pleasure, and they will not be able not to subscribe. Thus, you can significantly increase the audience of your potential customers by adding a color scheme of posts to your account.

The color scheme of posts is the ratio of the colors that are used in the profile, starting from the avatar and ending with the colors in the photos. To make your Instagram popular, you need to think about it in advance.

According to the restaurant administration, the profile should use the colors of XAMK – black and yellow. Several options for the color scheme of the profile can be suggested – bright photos in yellow shades with black accents, or dark photos with bright yellow accents. Another option is to make posts of both colors – black and yellow and arrange them in a certain sequence – for example, in a staggered order.

6.3 Profile picture and bio

In Instagram, the first impression is made based on the profile picture and bio (description). In the bio key search queries need to be used, all the information should be structured and highlighted with the same type of emojis/signs. It is essential to leave contact information so that customers can contact the restaurant if necessary.

A profile description should be written in English keep the entire account is better to run in English too (or at least duplicate the Finnish texts in English) because there are a lot of foreign students in XAMK.

The Figure 12 shows an example of Ravintola Kasarmina’s Instagram profile.



Figure 12. Variant of profile picture and bio of Kasarmina’s Instagram

6.4 Posts examples

Based on the written content plan, we can start creating posts and stories: decide on a picture and a signature.

1. Monday

Post text:

🔥GIVEAWAY🔥

Take part in the raffle of three lunches at Kasarmina!

To participate, you need to:

- Subscribe to our profile @kasarminaravintola 🧑
- Like this post ❤️
- Publish this post to your story 🙋

The winner will be chosen randomly! The results will be available this Friday! 🎉

Wish you the best of luck!

📍Patteristonkatu 3, B-rakennus

☎️040-641-8030

#xamk #kasarmina #restaurant #lunch #giveaway

Post picture:



Figure 13. Variant of Monday's post

2. Tuesday

Post text:

We open a weekly column - COOKING TIPS! 📖

Today we will tell you which onion to choose!

📍 SWEET ONION

Best for frying, use for onion rings, roasted vegetables

📍 RED ONION

Best for eating raw, use for salads, guacamole, sandwiches

📍 WHITE ONION

Crunchiest and sharpest, use for salads and stir fries

📍 YELLOW ONION

Best all-around cooking onion, use for meat roasts, soups, stews and sauces

📍 SHALLOT

Milder and more subtle, use for egg casseroles, garnishes

📍 Patteristonkatu 3, B-rakennus

☎️ 040-641-8030

#xamk #kasarmina #restaurant #lunch #cooking #lifehacks

Post picture:

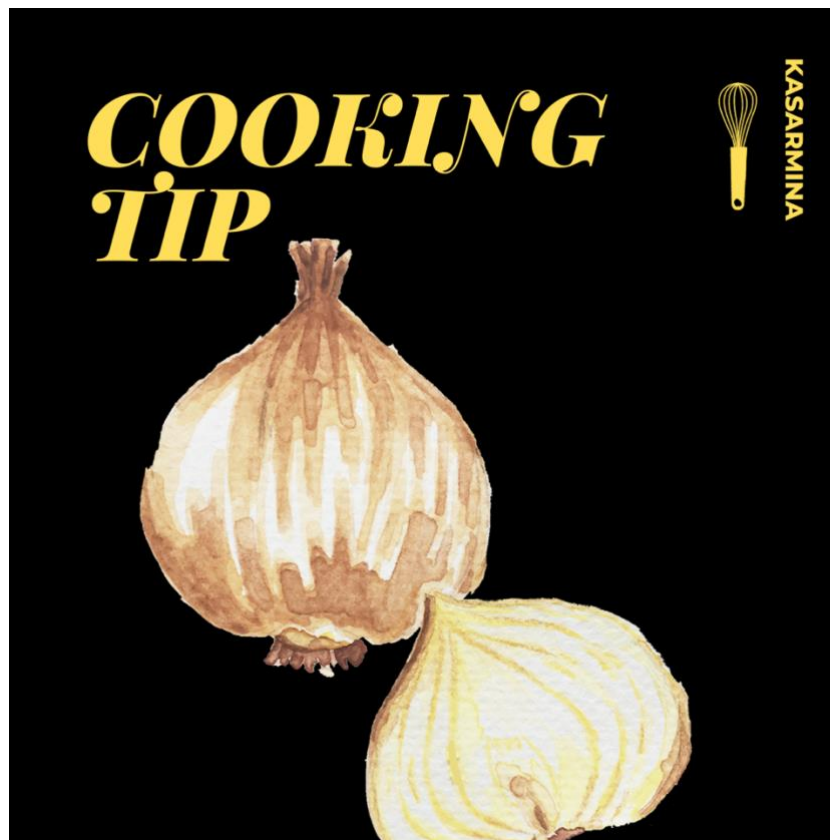


Figure 14. Variant of Tuesday's post

3. Wednesday

Post text:

🥗 Make most of your meal vegetables and fruits – ½ of your plate.
Aim for color and variety, and remember that potatoes don't count as vegetables.

🌾 Go for whole grains – ¼ of your plate.
Whole wheat, barley, wheat berries, quinoa, oats, brown rice, and foods made with them, such as whole wheat pasta.

🐟 Protein power – ¼ of your plate.
Fish, poultry, beans, and nuts are all healthy, versatile protein sources. Limit red meat, and avoid processed meats such as bacon and sausage.

🌿 Healthy plant oils – in moderation.
Choose healthy vegetable oils like olive, canola, soy, corn, sunflower, peanut.

🥤 Drink water, coffee, or tea.
Skip sugary drinks, limit milk and dairy products to one to two servings per day, and limit juice to a small glass per day.

🏃 Stay active.
The red figure running across the Healthy Eating Plate's placemat is a reminder that staying active is also important in weight control.

📍 Patteristonkatu 3, B-rakennus
☎️ 040-641-8030
#xamk #kasarmina #restaurant #healthyfood #healthyplate #lifehacks

Post picture:



Figure 15. Variant of Wednesday's post

4. Thursday

Post text:

Let us introduce you our team!☐☐

This is Kazarmina's dream team! These people take care of your delicious meals every day. They are responsible for creating a cozy home atmosphere.

They are looking forward to your visit!

📍 Patteristonkatu 3, B-rakennus

☎️ 040-641-8030

#xamk #kazarmina #restaurant

Post picture:



Figure 16. Variant of Thursday's post

5. Friday

Post text:

We are happy to announce our Giveaway's Results!

And the winner is 🏆 @mentionprofile 🏆

Congratulations! 📍

Thank you all for the participation 🤍

New giveaways are coming soon, stay tuned 🙌

📍 Patteristonkatu 3, B-rakennus
☎️ 040-641-8030

#xamk #kasarmina #restaurant #lunch #giveaway

Post picture:



Figure 17. Variant of Friday's post

6. Saturday

Post text:

You can also get take away lunch at Restaurant Kasarmina! 🍽️
University students can choose to buy 2-day meals at once for themselves and, if necessary, buy 2-day meals for another university student who is unable to visit the site due to symptoms. 😷

📍 Patteristonkatu 3, B-rakennus
☎️ 040-641-8030

#xamk #kasarmina #restaurant

Post picture:



Figure 18. Variant of Saturday's post

7. Sunday

Post text:

Here are 10 Finnish dishes you've got to try:

- ♥ Karjalanpiirakka (rice pies)
- ♥ Ruisleipa (rye bread)
- ♥ Leipajuusto (bread cheese)
- ♥ Kalakukko (fish pie)
- ♥ Korvapuusti (cinnamon buns)
- ♥ Lihapullat (Finnish meatballs)
- ♥ Graavilohi (cured salmon)
- ♥ Mustikkapiirakka (blueberry pie)
- ♥ Salmiakki (salty liquorice)
- ♥ Lohikeitto (salmon soup)

Follow the menu and come try the traditional dishes!

📍 Patteristonkatu 3, B-rakennus

☎️ 040-641-8030

#xamk #kasarmina #restaurant

Post picture:



Figure 19. Variant of Sunday's post

The content plan presented above will contribute to the successful promotion of Ravintola Kasarmina. Posts are designed and arranged in the way that increases audience's engagement.

In the future it is necessary to check the statistics and create paid promotions. In order to attract even more clients. Thus, this promotion strategy and content plan will help to stand out of the competition, activate customers and establish contact with them.

Promotion of Ravintola Kasarmina in the social network Instagram has a great perspective. Competent profile management helps to increase the interest of the audience, increase their engagement. The crucial point is that users like the profile, then they are most likely to become customers of the restaurant.

7 CONCLUSION

Social network – Instagram is a unique visual platform. Today, it has become something more than just a social network, the tools presented there allow to run business accounts. Therefore, Instagram has become a full-fledged platform for marketing.

This work considers the promotion of Ravintola Kasarmina via Instagram. To study this topic, textbooks, articles, Internet resources, and printed publications were used.

A hypothesis was proposed: Instagram is a relevant platform for promoting a restaurant. To confirm it, a survey was conducted among the target audience of the restaurant. The results showed that the target audience of the restaurant actively uses social networks, especially Instagram is preferred for them. Therefore, after analyzing the results of the survey, we were able to confirm the hypothesis. Instagram is a suitable platform for marketing a restaurant.

Next, an interview was conducted with the director and cook of the restaurant, which allowed to find out their attitude to Instagram promotion of the restaurant. They agreed that the restaurant needs promotion, and that it is reasonable to do it through social networks, taking into account the specifics of the target audience.

Finally, guidance was offered on how to create an Instagram profile of a restaurant. The content plan was considered, the color scheme was suggested, the profile picture and bio were created. Moreover, 7 posts (pictures and captions) were created in order to visually show what a profile might look like.

Summing up, we can say that the set goal and objectives were achieved.

The author analyzed different types of marketing, reviewed visual marketing and visual content types, described the influence of colors used in marketing on people, reviewed Instagram marketing, tools used in it and Instagram marketing strategy. It was determined why Instagram is suitable platform for visual

marketing, demonstrated how can Instagram be used in the particular case and posts for the Kasarmina restaurant's Instagram profile were created.

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RED

positive:

STRENGTH, PASSION, ENERGY, FEARLESSNESS, ADMIRATION.

negative:

FEAR, DANGER, PAIN AND THREAT.



ORANGE

positive:

FRIENDLINESS, A SURGE OF ENERGY, WARMTH, A DESIRE TO
START SOMETHING NEW

negative:

FRUSTRATION, FEELING DEPRIVED OF SOMETHING, INACTIVITY



YELLOW

positive:

OPTIMISM, WARMTH, HAPPINESS, DESIRE TO CREATE,
INCREASE MENTAL ABILITIES

negative:

IRRATIONALITY, FEAR, FRUSTRATION



GREEN

positive:

HEALTH, FRESHNESS, NATURE, PURITY AND GROWTH

negative:

BOREDOM, SACRIFICE, WEAKNESS



BLUE

positive:

TRUST, LOYALTY, LOGIC, SERENITY, SECURITY

negative:

COLDNESS, ISOLATION, UNATTRACTIVENESS



PURPLE

positive:

FREEDOM, SOPHISTICATION, FANTASY, WEALTH

negative:

DEPRESSION, DISCOURAGEMENT, SADNESS



REPRESENTS PURITY

ECO-CONCEPT

IS OFTEN USED AS THE DOMINANT COLOR

PERFECT FOR A TRENDY, CLEAN LOOK

WHITE

positive:

PURITY, INNOCENCE, SIMPLICITY, UNTOUCHABILITY

negative:

STERILITY, EMPTINESS, DETACHMENT AND INDIFFERENCE



BLACK

positive:

SOPHISTICATION, ELEGANCE, SECURITY, STRENGTH,
AUTHORITY

negative:

COLDNESS, ANGER, DANGER, DEPRESSION

Interview Questions

1. Who is the main target audience of Ravintola Kasarmina?
2. How much has the COVID-19 pandemic affected the restaurant's operations?
3. In your opinion Ravintola Kasarmina needs a promotion?
4. What is in your opinion the most relevant method of a promotion right now?
(taking into account the current epidemiological situation)
5. Do you find social media marketing effective? Why? Why not?
6. Do you consider Instagram to be a suitable marketing tool for a restaurant?
Why?
7. In your opinion, the creation of an Instagram profile will contribute to the
promotion of Ravintola Kasarmina? Why?
8. Which type of visual content will be the most effective for the audience, in
your opinion? (Pictures, videos, memes, infographics, etc.)
9. What do you think attracts customers more – visual content or text?
10. What do you want Ravintola Kasarmina's profile in Instagram to look like?

Survey invitation letter

**You are welcome to
participate in the survey!**

THIS SURVEY IS CONDUCTED BY DOUBLE
DEGREE STUDENT ALEKSANDRA POZHIDAEVA.
THIS SURVEY WAS CREATED FOR EDUCATIONAL
PURPOSES AS A PART OF THESIS PROJECT.
YOUR PARTICIPATION IN THIS SURVEY IS
COMPLETELY VOLUNTARY. ALL OF YOUR
RESPONSES WILL BE KEPT CONFIDENTIAL. THEY
WILL ONLY BE USED FOR STATISTICAL
PURPOSES AND WILL BE REPORTED ONLY IN
AGGREGATED FORM.

**Thank you in advance for the
cooperation!**

Full list of reasons why respondents prefer to use Instagram:

Y	Because it's more interesting to watch the visual content
Y	More comfortable
Y	This is international social network Easy to find anyone Pleasure for my eyes, a lot of pictures
Y	More active users, more relevant content
Y	Because Instagram has a better algorithm than Facebook that shows all the time uninterested videos and ads
Y	Most people post on it
Y	Good looking content with different topics
Y	Because it's interesting to watch videos and photos. I can also share my own or someone else's photos with them.
Y	Less picture perfect people who can lower my self esteem /srs
Y	It's the most popular and simple network

1st variant of color scheme for Kasarmina restaurant's Instagram profile (Yellow with black accent)



2nd variant of color scheme for Kasarmina restaurant's Instagram profile (Black with yellow accent)



3rd variant of color scheme for Kasarmina restaurant's Instagram profile (Black & yellow)



Kasarmina Restaurant's Instagram Profile

📍 **kasarminaravintola** ▾  



7
Posts

0
Followers

0
Following

RAVINTOLA KASARMINA

-  Daily soup
 -  Vegetarian and homemade lunches
 -  Lunches 10:30-14:00
 -  Sale of waste food 13:45-14:00... more
- www.xamkravintolat.fi/ravintola/ravintola-kasarmina/

Edit Profile

Saved

