Digital Marketing Plan for Petiscaria Restaurant

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Abstract

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This document is a product-oriented thesis introducing a digital marketing plan for a Portuguese restaurant called Petiscaria. The commissioning party is located in Hielatahden Kauppahalli, in the centre of Helsinki, which specialises in Portuguese food and beverages. The main objective of the study is to create a solid, practical and relevant B-to-C digital marketing plan.

The study contains two parts mainly: the theoretical framework and the digital marketing plan itself. During the first section, the author explains the concepts that are significant in a marketing plan, such as social media marketing, content marketing, email marketing, SEO (Search Engine Optimization), among others. In the same chapter, he analyses the importance and the relevancy of a digital marketing plan for small and medium-sized companies. Furthermore, the SOSTAC model is introduced as a method to develop the plan.

The second part is focused on the digital marketing plan. It starts with a situation analysis, which consists of an understanding of the restaurant environment (digital and physical), the target groups selected, and competitors to have into consideration. After that, the author develops his ideas and concepts that are detailed in the chapter. The plan is designed based on PR Smith's SOSTAC model. Furthermore, the author considers how the COVID-19 outbreak affected businesses and how digital marketing can help solve new challenges.

Different online sources and books were used in order to give reliable information to the commissioning party. The result of this thesis is a digital marketing plan designed to meet the needs of the company. The final project will be delivered to the owners of the enterprise.

| **Keywords** |
| Digital Marketing, Social Media Marketing, SOSTAC, Content Marketing, Petiscaria |

Table of contents

1   Introduction

The topic of this thesis is to create a digital marketing plan for the restaurant Petiscaria which is located in Hietalahden Kauppahalli, in the city of Helsinki. This work aims to benefit the company by developing an organised, structured and clear communication campaign.

This chapter aims to introduce to the reader a general overview of the thesis topic. It will contain an analysis of the commissioning party. The restaurant scene in Helsinki in the last few years and its opportunities according to the conditions will also be discussed. At the same time, during this phase, some key concepts will be explained, as well as the benefits that the company will obtain.

1.1   Key Concepts

In order to create a digital marketing plan, it is of crucial importance to first define what Digital Marketing is. In this day and age, it is not enough to look at traditional communication channels anymore. The analysis and combination of digital media, data and technology, together with those more traditional communication channels, will help organisations achieve their marketing goals. (Chaffey & Ellis-Chadwick 2019)

One of the allies of digital marketing is content marketing, which aims to attract a specific audience by creating and distributing specific content that appeals to those customers. It is expected to acquire profitable customer action as a result of publishing such content. (Steimle, 2014)

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action. (Steimle, 2014)

"Social Media Marketing is the process of creating tailored content for each social media platform to drive engagement and promote your business." (Henderson, 2020)

Email Marketing is an influential marketing channel. It is a system of direct marketing as well as digital marketing, in which the sending of emails to promote the business's products or service is the core of this method. It helps to the customers in order to be aware of the latest items, promotions, or offers by mixing it with marketing automation efforts (Maichimp)

"SOSTAC is a planning model, originally developed in the 1990s to help with marketing planning by PR Smith, who is my co-author on eMarketing Excellence". (Chaffey, 2020)

SOSTAC stands for:

Situation – where are we now?

Objectives – where do we want to be?

Strategy – how do we get there?

Tactics – how exactly do we get there?

Action – what is our plan?

Control – did we get there?

SEO stands for Search Engine Optimisation. SEO covers all techniques or actions designed to increase the traffic of a website by improving its positioning in different search engines. (MOZ, 2021)

1.2 Case Company

Petiscaria is a Portuguese restaurant located in Hietalahden Kauppahalli market in the city of Helsinki. The business started in the year 2016, occupying a small corner of the market, with only three tables. It started as a dream of a couple (Maria Joao and Pekka, 20 years married) that wanted to share the secrets and the delicious flavours of Portuguese food. Nowadays, the company employs five workers (the two owners, one head chef, one chef and one waiter). During the summer of 2019, the owners bought the next-door restaurant, quadruplicating its capacity and acquiring a terrace, which added significant value for Petiscaria.

The restaurant serves a variety of the most famous Portuguese dishes. The premise of the place is "simple but tasty", with every portion including protein, carbs and salad. We can highlight from the menu the famous "Chicken Piri-Piri" (a delicious spicy sauce), the "Grilled Cod Filet" served with roasted potatoes, the "Crispy Seitan" for the vegans, and the traditional "Salmon Soup", for the ones that prefer to play it safe. As a dessert, an all-time favourite is the acclaimed "Pastel de Nata", a typical Portuguese pastry.

The area where the market is is surrounded by multiple offices from different kinds of industries. It is most crowded during lunchtime and, before the COVID-19 outbreak, it was a very touristic place. At the market, customers can choose between many different options to eat and drink. This proposes a challenge, as there are several competitors. From Italian food (which has always been extremely popular), all the way to new trends in Asian food like Ramen, Noodles, and even the well-known Sushi, to Mexican food with its increased good reputation. The variety of the market is what makes a differential out of it.

The restaurant offers not only food but also a wide range of typical gourmet products typical from Portugal. Olive oil, cheeses, cold cuts, marmalades and more. The list of wines is also exclusively Portuguese. They count with a collection of fourteen red wines, eight white wines and two different kinds of 'vinho verde', which are always claimed by the most loyal customers.

Image 1. Petiscaria Restaurant (2021)

1.3   Restaurant Scene in Helsinki

If you ask any Helsinki resident about the city's restaurant scene, they will all say the same: a few years ago, you could only see mostly Finnish or Nepalese restaurants scattered around the capital. There has since been a radical change, as in recent years Helsinki has gone through a "culinary boom", with new restaurants offering new and diverse cuisines setting the bar higher when it comes to taste and quality of food. (Ventiera, 2019)

Just taking a walk around Helsinki city center, it is possible to observe the gastronomic variety that the city has to offer. We can see restaurants serving food from all corners of the world. The case of Petiscaria is interesting because it is the only restaurant specialised in Portuguese cuisine in the Nordic capital.

"According to city officials, in the last year some 200 restaurants opened up in the capital. Even with around 70 restaurants closing, there's a net gain of 130 new restaurants each

year." (News Now Finland, 2018). With this context, Petiscaria has a vast opportunity to grow and even expand.

It is not only the restaurants that contributed to the so-called culinary boom, but also indoor markets selling local delicacies and outdoor food markets tempting both tourists and locals with all kinds of sweet and savoury options. (City of Helsinki, 2020)

1.4   Why Digital?

With the advances of technology and new platforms through which we stay connected, social media has become a crucial channel of communication for society. Apps like Facebook or Instagram not only allow people to communicate with each other, but also enable companies to have a voice in this digital environment, making visible their messages, values and offerings. The author firmly believes that restaurants should be active users of the social media channels to make themselves noticeable and desirable. But digital is not only social media. The concept of digital also encompasses other platforms like websites or mailing campaigns that show excellent results when a marketing campaign is planned.

According to Data Reportal, these are the social media statistics for Finland: (Kemp, 2021)
-There were 4.46 million social media users in Finland in January 2021.
-The number of social media users in Finland increased by 250 thousand (+6.1%) between 2020 and 2021.
-The number of social media users in Finland was equivalent to 80.4% of the total population in January 2021.

The digital environment has four key advantages over the traditional way of marketing: measurability, affordability, speed and engagement. Nowadays, marketers count on tools that allow them to monitor the change in the figures over time, and that also gives accurate information about the impact of the marketing message. At the same time, the costs are much lower than, for example, printing leaflets. Regarding speed, with a simple 'click' or 'tap', marketers can start spreading their messages to massive communities and, consequently, reaching more audience, more people, generating a link that goes beyond commercial purposes. (Gravity)

The traditional marketing only focuses its mechanism of action on the product or service to incentivize sales. On the other hand, digital marketing uses its action to connect with the user and generate a conversion. In digital marketing, a digital marketing agency is hired to generate proposals according to business and the assigned budget. Instead, in traditional

marketing, the owner of the businesses hires advertising space in the media or on billboards, which involves large investments of money and time. This is one of the reasons why digital marketing is more profitable than traditional marketing.

The following graph shows the difference between both traditional and digital marketing in the different channels that they span.
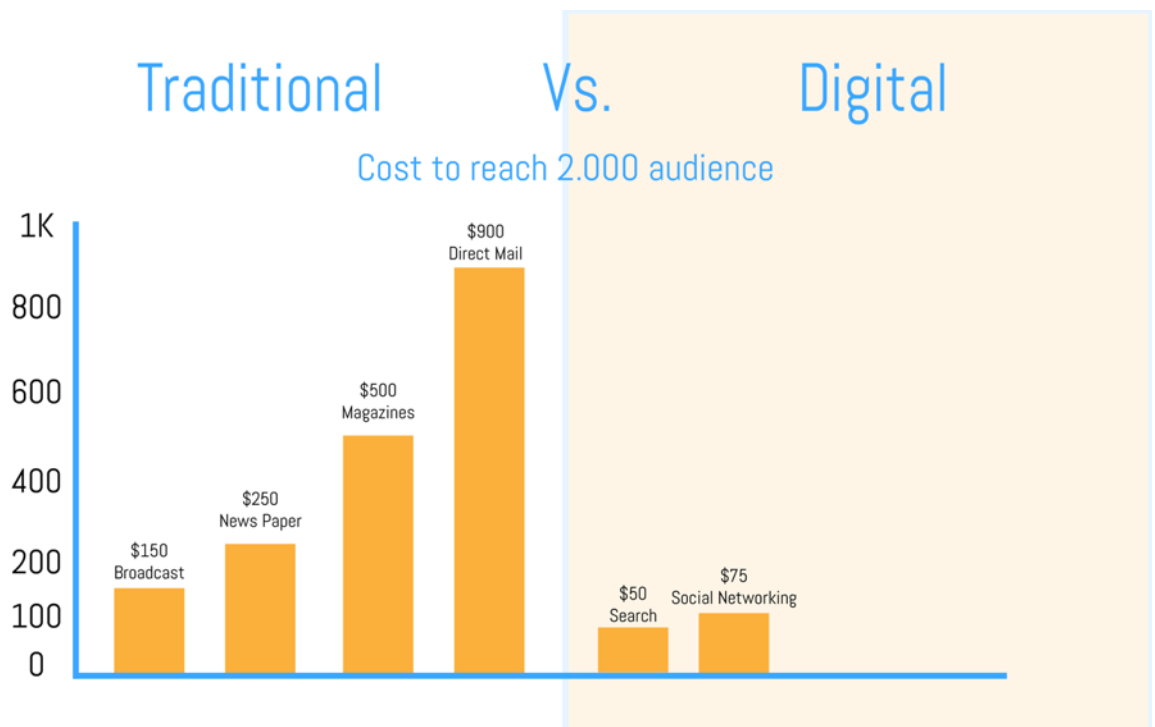

Image 2. Costs of Traditional Vs. Digital Marketing (Adapted from Owen, 2021)

2   Theoretical Framework

During this section of the thesis, the author will be discussing about the variety of tools that Digital Marketing offers. An analysis will be offered of the aspects of the digital world that will result relevant for the company. It is essential to create a solid channel marketing strategy, which defines how a company should set *channel-specific* objectives and develop differential advantage while at the same time considering how channels should integrate. (Chaffey; Ellis-Chadwick, 2019)

2.1   Digital Marketing

Not surprisingly, the consuming of digital platforms and multimedia channels have substantially increased during the last decade. We are living in an interconnected world. Every day, new apps are created and also new tools that helps to analyse information and to manage social media channels.

"The term Digital Marketing was first used in the 1990s. The digital age took off with the coming of the internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they wanted but did not allow them to share this information over the web." (Monnappa, 2021)

Nowadays, digital marketing is defined as "the tool that encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers." (Alexander, 2021)

In this context, it is challenging for small businesses without a Marketing team to be part of the online competition, as they do not always count with the resources, both in terms of time and money. In many cases, it is challenging enough to keep the business afloat while learning the trade, and for several of these small businesses it will be more realistic to only use basic advertising, hoping to move on to the next level with time. (Digital Marketing Institute, 2018)

There is a general understanding when it comes to marketing that the business needs to be where the customers are, and nowadays both existing and potential customers are online. In this sense, digital marketing is an exceptional and very much needed tool that can become the means by which a business can reach a larger audience. It also presents the advantage of lower costs than other traditional advertising channels, and the fact that it is digital also opens up the possibility of effective data measuring. By looking at data, it

is possible to see where objectives are being met and which adjustments should be made with those more elusive customers. (Alexander, 2021)

Growing up, many of us thought of advertising as massive billboards on a motorway, even cool led screens on the sides of buildings. Moreover, the culture of TV ads was the mecca of advertising during many years. Something to bear in mind with these older ways to advertise is that there is no way of tracking who sees those ads. In contrast, with digital marketing one can source all kinds of specific data, and by doing so aim a targeted ad to a particular audience. (Alexander, 2021)

The tactics that this digital marketing plan will contain are: Social Media Marketing; Content Marketing, Email Marketing; SEO (Search Engine Optimization); PPC (Pay Per Click) Video Production; Downloadable Content Offerings (eBooks, Webshops); Influencer Marketing.

2.2 Social Media Marketing

Social Media are communities created by different users and organisations that interact with each other on internet platforms. It is a crucial component of digital marketing. Social media is the most common online media, and they allow to create own content, both visual and written. Nowadays, it is most likely to make a search about something on social media than on Google. For example, if a person would like to go to a specific restaurant and see the menu, or some photos of the dishes, they would probably look for it on Instagram or Facebook. For small entrepreneurs, social media is vital if the consistency and the content are relevant to the audience. It is a fantastic tool for brands to gain exposure and promote their products. (in this case, their food)

One of the most outstanding analysts and one of the best digital marketing entrepreneurs is Neil Patel. He defined social media as "the process of creating content that you have tailored to the context of each individual social media platform in order to drive user engagement and sharing." (Patel, 2018)

3.5 billion people, who represent half of the world's population, are on different social media platforms daily. Knowing this, it is clearly obvious that 73% of marketers find social media beneficial in their strategies. Almost 54% of the customers use these channels to do research on certain products. Beyond the surprising numbers, the results will not be impacted overnight. For this reason, it is essential that the investment be medium or long term. (Shah, 2021)

In this thesis, the author will have in consideration only the platforms that are crucial and relevant for their target groups: Instagram, Facebook, YouTube and LinkedIn.
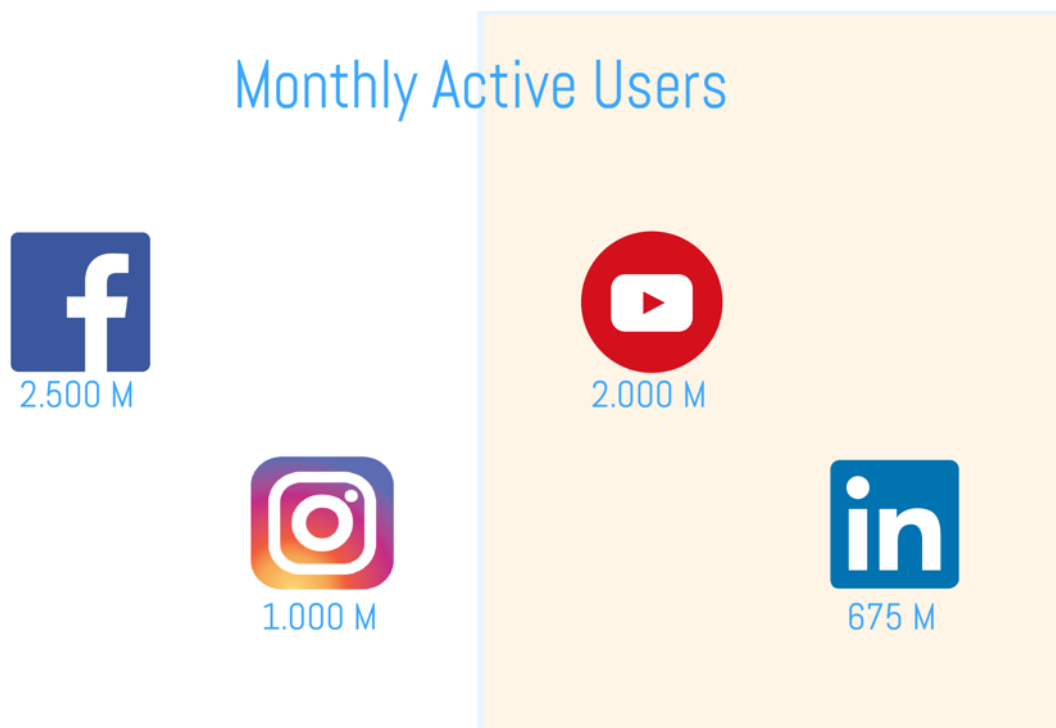

Image 3. Current monthly active users in the relevant social media channels (Adapted from The Social Media Family, 2021)

2.2.1 Instagram

Instagram is a free app that allows the posts of both images and videos through a personal or business profile. The app was created in 2010 with one specific differentiator in regard to other social media apps: users could only post via smartphones. Even though the app is now visible in other devices, it is optimised for smartphones- not tablets, laptops, or computers.

The main appeal of the platform is that it is all about sharing images and videos. It quickly became a cultural icon of current times, with millions of people around the world using "Instragramming" as a verb, or fashionable terms like "Finsta" (Instagram Feed) for its features. It was not long before the platform caught the attention of several potential buyers and was eventually sold to Facebook in 2012. Instagram is currently very popular and relevant, featuring not only personal profiles, but also small and big businesses with commercial accounts. Additionally, new journalistic organisations, cultural institutions, celebrities, musicians, photographers count with a platform on which they can show their knowledge, tastes and interests. (Antonelli, 2020)

Instagram is not only about personal accounts and people sharing their daily lives, it has also become a powerful means by which new brands can make themselves known and an increasing popular way to make online purchases. (Adam, 2019)

In the app, content can be created in different ways:

Posts where the photo or image is the focus of attention, even though it is usually accompanied of a short text.

Instagram stories which are customisable with stickers, tags, music and GIFs, and can either be saved or disappear after 24hs. They are highly interactive, with options to make questions, quizzes and re-direct viewers to links and other content. For businesses, Instagram stories help promote products and interact closely with customers.

IGTV came after stories and allows users and brands to showcase longer formatted videos.

2.2.2 Facebook

"Facebook is an online social-networking service where users create profiles, connect to other users as "friends" and exchange messages, photos, and videos. Facebook has 2.27 billion global monthy active users and is by far the largest social media platform of any of the categories. For organisations, that number is hard to ignore. Marketing strategies for Facebook should include sharing information that fans of the brand would find interesting, entertaining and shareable" (Quesenberry 2021, 168)

There are several reasons why using Facebook as a marketing tool is convenient. One of them is the cost. "Facebook offers penetration and reach to marketers especially those operating on shoestring budgets, as they do not have to spend large amounts of money on expensive marketing campaigns". (Juneja, 2021)

Another reason is that Facebook marketing is different from traditional media marketing because it can be measured for the effectiveness of a marketing campaign based on click-throughs and conversion of eyeballs into sales whereas traditional media cannot track such directly. (Juneja, 2021)

Facebook has developed inside the platform a very intuitive program for those in charge of the communication of brands called Facebook Business Manager. From there, we can create a campaign for our messages, to specific targets, and with different goals to reach.

2.2.3 YouTube

YouTube is a website and app that works as a video storage. Users around the world post and share videos in their channels, making YouTube content creation a primary job for many in the last few years, given the high incomes generated by high number of views and channel subscriptions. YouTube is the second most used browser around the world, only after Google which occupies first place. The idea of YouTube is similar to the television, where people can choose a channel between an extensive variety. The main difference is that these channels are created by the users, where they can share videos about different topics in an easy way.

One of the reasons why YouTube is an alluring option for marketing purposes is that it is a platform that consists of videos, and video marketing is a marked trend these days. Video is one of the best ways to create content and one of the best performing means when it comes to engaging audiences. (Bullock, 2020)

2.2.4 LinkedIn

"LinkedIn is the world's largest professional network on the internet. People can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills that they might need to succeed in their career. Users can access LinkedIn from a desktop, LinkedIn mobile app, mobile web experience, or the LinkedIn Lite Android mobile app". (LinkedIn, 2020)

"LinkedIn has become an important sales tool where salespeople also focus on connecting with prospective customers and clients or employees. Similar to Facebook business pages, LinkedIn offers organisations the option to create a company page that can function like a corporate website with social-interaction features. Fresh content is delivered via status updates that appear under the activity feed of a user's profile or as discussion posts in groups. Like the rest of the site, the content shared favours industry or professional topics. LinkedIn Publisher is an integrated publishing platform with basic blogging capabilities available via posts. Many users have had great success publishing their content directly into LinkedIn, instead of sharing it linked from external sites, thus expanding reach and increasing engagement through shares, likes and comments". (Quesenberry, 173)

"According to the 2020 survey, 31 percent of Finns used LinkedIn. Five percent of respondents in Finland used LinkedIn daily, while 16 percent used the professional

networking service less than once a week. By comparison, 69 percent of Finns did not use LinkedIn at all." (Niinimäki, 2020)

2.3   Content Marketing

Content Marketing consists in creating content for the social media channels or websites, in a way that keeps the attention of our different targets and attracts them in order to make them our clients. This way of doing marketing is based in the audience. Not in the brand and not in the product. It is important to understand what matters or interests them. Within content marketing you can find educational articles, eBooks, videos, workshops, among others. The aim is to provide meaningful information that responds to specific situations relevant to consumers. (Linn, 2017)

According to the Director of the International Research Institute of the Information and Knowledge Society of Spain, there are 6 key factors to succeed when we talk about Content Marketing. (Peñarroya, 2017)

- That we know very well what segments our target audience has.
- That we know exactly what content each of these segments might be interested in.
- That we are able to create that content.
- That we make this content known in a way that reaches the different segments of our target audience.
- That we show it to audiences at the right time.
- That once we have the public on our website, we are able to get them to become a business contact or a client.

Content Marketing should be relevant for every audience or target group that the restaurant has.

2.4   Email Marketing

Email Marketing is a technique used by brands to connect with their target audiences through email. This marketing technique might include newsletters, information about a specific matter or offers to get a benefit.

According to SendPulse (2021), Email Marketing (EM) has advantages in addition to being most important source of marketing communication, as follows:

- The ROI (return on investment) of email marketing is, on average, $44 for every $1 spent.
- It is also an unmatched tool to attract new customers. Data shows that it is 40 times more effective than other options like Facebook or Twitter.

- EM can be easily combined with other communication instruments in order to expand the audience, mix emails with the profiles on social media platforms, push web notifications and SMS.
- It improves significantly SEO work in many ways, helping to create content that is worth sharing, driving traffic to the website, reaching subscribers and getting backlinked.

Email marketing makes communication with clients easier and more effective. Email campaigns are a powerful medium between a company and its audience. They help not only to increase sales but build a brand image. (SendPulse, 2021)

This marketing plan is based on Mailchimp as the main tool. Mailchimp is a sort of one stop shop marketing platform to manage and serve all the clients, customer and related parties needs. The strategy has its focal point on sound and personal management practices, well designed campaigns and appropriate analysis of quantitative and qualitative data. (Mailchimp, 2021)

In Mailchimp marketers can send up until thousands mails to different people in one go. This is completely different than email platforms like Gmail or Outlook. Not only Mailchimp allows to create personalised newsletters, but also the tool is able to divide them in email lists or segments, in order to make it relevant to the subscribers. (Belin, 2021)

"While Mailchimp started as an email marketing platform, they have today grown to become an all-in-one marketing platform." Recently, it has been added a host that offers answers to their platform for small businesses. It allows to create landing pages, Facebook Ads, postcards, do Google remarketing, among other social ads. (Belin, 2021)

Email marketing is crucial to keep a close contact with the customer base. It is the basis of any company that wants to focus on digital. Email marketing commonly consists of sending out a regular email newsletter, if the strategy merits it, that can include different kind of messages such as special offers, promotions, information and things that could be valuable for the company. (Belin, 2021)

2.5 SEO (Search Engine Optimisation)

SEO stands for "Search Engine Optimisation". SEO is the process of improving a website in order to increase its visibility, according to relevant searches. The better visibility a page has in search results, the more likely to garner attention and attract prospective and existing customers for a business. (Search Engine Land)

SEO could be developed in two different ways: On-page SEO and Off-page SEO. On-page SEO factors are the elements that the website has. Some of the on-page SEO factors that usually help to improve Google search results ranking are: title tags; meta descriptions; sub-headings; internal links, among others. These are the features that marketers have complete control over, meaning that they can improve these aspects over time by following best practices for SEO. (Lyfe Marketing, 2020)

On the other hand, in the off-page SEO, marketers do not have direct control over these factors. Here are a some of the different off-page SEO factors that can impact on the search engine rankings: Trust (this is how google determines the legitimacy of the website); Links (usually used with influencers that create quality content and will link back to the site); Social (quality and relevant content are more likely to get more social signals such as likes and share, and this will boost the SEO). The more people trust the content, the more the search engines will as well. (Lyfe Marketing, 2020)
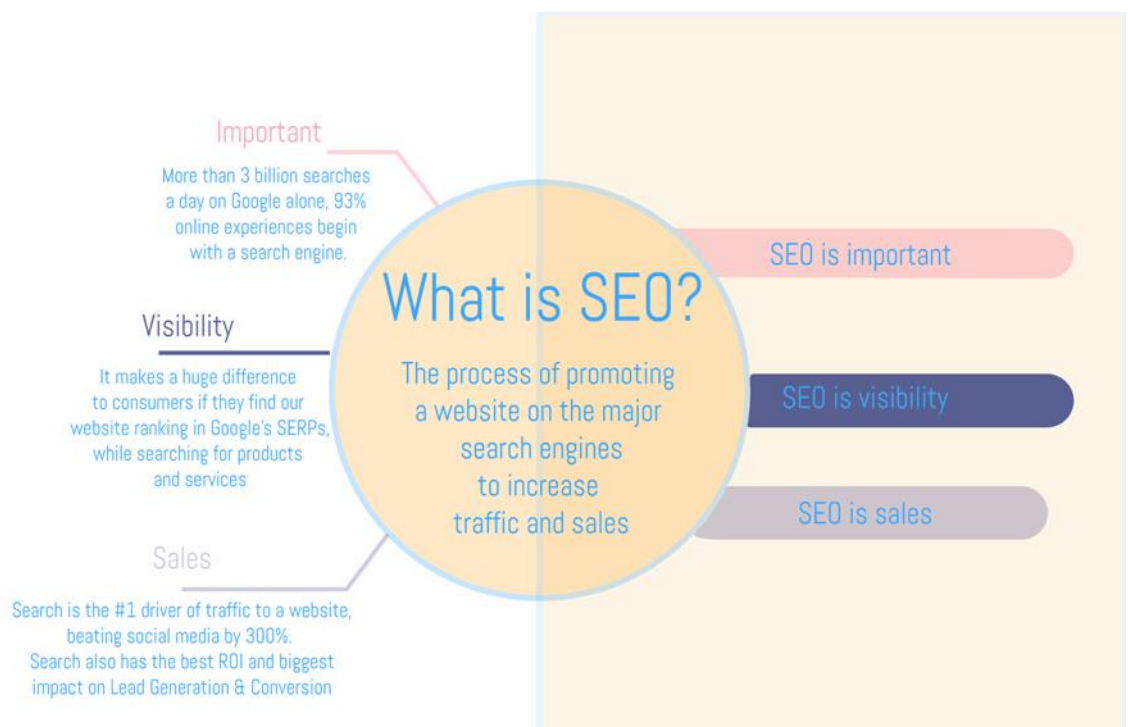
Image 4. What is SEO? (Adapted from Usman, 2019)

2.6 Google Ads

Google Ads, Google's online advertising program, is a convenient and useful instrument for marketers through which they can reach people to offer their products and services. Some of the main traits of Google Ads are:

−   Google Ads is a real asset for companies promoting their business, be it selling
    products, services, increasing traffic on the website or improving awareness.

‒ Marketers enjoy a lot of flexibility by managing accounts online, allowing them to make campaign changes anytime, be it text, settings, budget, etc.
‒ From a budgetary perspective, Google Ads is a particularly key asset, given that there is no minimum spending obligation. This gives companies a lot of flexibility to design the budget plan that best suits their needs. (Google Ads Help).

2.7   KPIs and Google Analytics

KPIs stands for Key Performance Indicators. They are the key measurements by which we understand how close we are to reaching our targets. KPIs are determined as measures of what matters most for a project, drawing our focus and attention to these aspects of strategy and operation, and allowing us to make changes based on data when necessary (KPI.org, 2021)

KPIs are used to achieve different goals:
‒ To give valuable and useful information
‒ To measure certain aspects of that information
‒ To analyse the information and effects of determined strategies
‒ To compare the information and select a strategy and its tasks
‒ To take the right decisions

The ultimate objective of a KPI is to help make better decisions regarding the current state of a process, project, strategy or campaign and thus be able to define a future line of action.

As for Google Analytics, it is a web portal that makes it possible to access measurable data, analytical tools and statistics for search engine optimisation (SEO) and marketing purposes. Google Analytics as a tool is available for free to anyone with a Google Account and it is part of the offering of the Google Marketing Platform. (Chai, 2021)

One of the main uses of Google Analytics is tracking website performance and collecting visitor insights. The possibilities of analysis include determining sources of user traffic, measure campaign success, identify patterns and trends in user engagement and obtain valuable information such as demographics. (Chai, 2021)

2.8   SOSTAC

As it was mentioned in the key definition sections, SOSTAC stands for Situation, Objectives, Strategy, Tactics, Actions and Control. It is marketing model developed by PR Smith. He is an international speaker, integrated digital marketer, author of 6 books translated to 8 languages. He is the father of SOSTAC Planning framework, voted in the Top 3 business models worldwide by the Chartered Institute of Marketing's Centenary

Poll. Nowadays many innovative enterprises embraced him to work with him, such as like LinkedIn, KPMG, Greenpeace and disruptive start-ups. (KoganPage, 2021)

The very first part of this marketing plan is *Situation Analysis*. A traditional SWOT analysis, though digitally performed, is relevant and should cover an exhaustive analysis of all variables that have a bearing on the customer decision making. In this respect, all main aspects related to both the micro and macro environment should be evaluated, including which customer, competitors and intermediary's behaviour are of the utmost importance. (Chaffey, 2020)

The second step answers the question 'where do we want to be?' and it is called *Objectives*. This includes the revision of which specific market we intend to hit. In order to make it happen, we do have a clear plan for the use of digital channels, including numerical targets in terms of cost savings, sales projections and volumes. (Chaffey, 2020)

The following step is called *Strategy* and is the key and most important point of this marketing model. In the strategy, marketers should answer nothing less than the crucial question: 'how do we get there?'. The marketer, if he wants to be effective, has to lay down a clear road map of how to meet every single objective, including, proposition, segmentation, targeting, among others. A key part of the strategy phase is the target market, the customers we actually want to reach. A good identification process should clearly understand the synergies regarding the customers preferences and the company ability to meet those demands. (Chaffey,2020)

Tactics is the next stage of this model. Here marketers can find the details of the strategy, which can be the marketing mix, CRM, or digital communications. It will answer to the question "How exactly do we get there? (Chaffey, 2020)

The tactics will lead to the Actions of the marketing plan. It will answer the question of "Who does what, when and how?". This is the moment where the tasks are divided, and the responsibilities are well marked. In this stage, the internal marketing has to be on wheels to make a great job. This way, we ensure that the execution of the plan will be done in the best possible way. (Smith, 2020)

Finally, Control is the last stage of this model. At this moment of the plan, the marketers should be able to check how the campaign is working and measuring. The question to answer is "How do we know we get there?". It is more than important to arrive to this section with the goals and KPIs well defined, in order to analyse and monitor during the campaign. (Smith, 2020)

SOSTAC®

S - Situation analysis
Where are we?

O - Objectives
Where do you need to go?

S - Strategy
How we will meet the objectives?

T - Tactics
Details of strategy

A - Actions
Do our thing

C - Control
How did we do?

SITUATION

OBJECTIVES

STRATEGY

TACTICS

ACTIONS

CONTROL

SOSTAC® Planning System - PR SMITH

Image 5. PR Smith's SOSTAC Planning System (Adapted from Smith, SOSTAC Planning)

3 Digital Marketing Plan for Petiscaria

This chapter will focus on the findings of the author and his ideas and concepts that will be used in this digital marketing plan. SOSTAC elements will be analysed and developed according to the interests of the commissioning party.

3.1 Situation analysis

As it was mentioned before, it is not possible to start producing a marketing plan without a previous diagnosis of the current situation of the company and the digital environment. It is important to understand where we are now in order to start tracking a path for a better communicational strategy.

To get a better notion about the current position of the company, the author considers that it is important to have the big picture in mind. At this stage, when the first step of the SOSTAC is being analysed, it is crucial to get a clear understanding of the digital activity of the company, their target groups, the competitors and its status, and a SWOT analysis.

3.1.1 Current digital activity

When the author started working for Petiscaria, in August 2019, they only had Instagram and Facebook channels with poor content and a slim follower base. Aesthetically ugly, no brand image, and posts with spelling mistakes that were blurred and careless. The author offered his services to them in order to start taking care of that part of the business.

Many posts were out of context, with images taken from google and downloaded in poor quality, jeopardising the quality of both content and pictures. It is important that brands and companies have a strong image brand. People should be able to recognise when a post is being made by Petiscaria. The appearance of the logo and aesthetic visual coherence are some key factors for a successful social media presence.
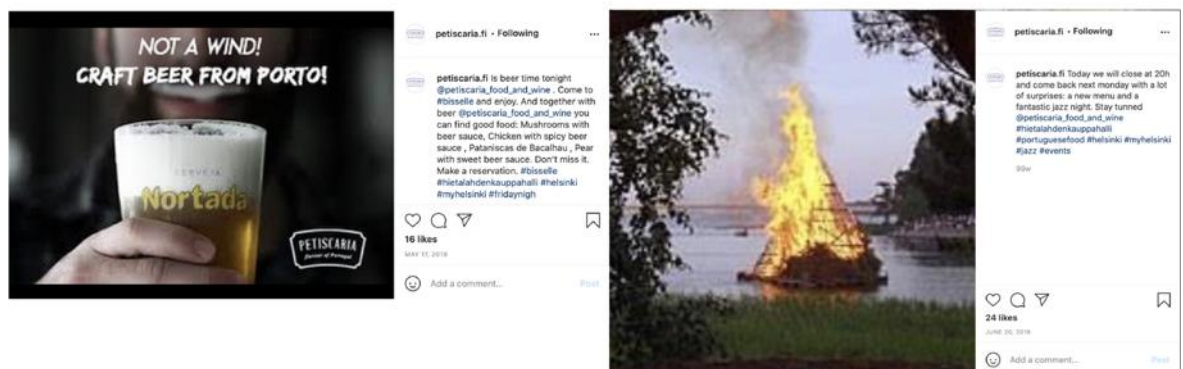
Image 6. Petiscaria Instagram posts in May and June 2019.

3.1.2 Target Groups

In order to develop an effective marketing communication strategy, the target groups must be identified. "A target market is a set of individuals sharing similar needs or characteristics that the company hopes to serve. These individuals are usually the end users most likely to purchase the product". (Hubbard, 2019)

Defining the potential customer base reveals whether or not there will be enough business to keep your company afloat. As a marketer, it is possible to edit the business plan and focus products and services on customers' wants and needs. (Griffin, 2017)

In this marketing plan, we have segmented Petiscaria clients in five different target groups. For each one we developed a Buyer persona that represents their main preferences and behaviours. This personification of clients as a buyer persona is not real, but it does embody the main characteristics of our potential clientele base. (Newberry, 2020)

Image 7. Buyer Persona 1. (Lopez Votta Francisco)

#1 Buyer persona:

Name : LAURA SANTANA

Photo

Who is he/she? (age, marital status, studies, work, etc.)

Laura is a 35-year-old young professional. She has been married for 4 months. After living in Argentina and studying in Dublin, she moved to Helsinki, where she got a customer service job. Today, after 4 years, she is the director of the social responsibility department of a huge video game company.

What are her/his interests? What things does he/she like?

Laura has been vegan for a long time. She is very into it. She recently bought a dog and is very happy. Because of her work, she had to become interested in video games but it is not something that really drives her crazy. She loves to pack his bags a couple of times a year and travel somewhere.

How is his/her personality?

Laura is an excellent friend. It is always at the bottom of the canyon. She always has advice to give.

She is super loving and friendly, but if she has to say something to you, she will come forward and tell you. Her veganism is for her, so she does not walk down the line to the rest. She has well located its spots in the city with its favourite dishes.

What are his/her skills? What does he/she does well?

She has the ability to put together good teams.

She manages his time (and that of others) very well.

She likes eating. And eats well.

It is neat and nothing escapes her. She is an excellent friend.

What are his/her dreams? What are her/his aspirations?

Some time ago she got tired of the routine and with her husband they thought about taking a sabbatical in Brazil.

His dream is not to work more or lower a gear and do something more relaxed.

After the dog, the baby is coming.

What is her/his social environment? How are her/his friends? And the family?

She has many friends from different parts of the world.

The family is scattered around the world. Parents in Argentina, Brothers in Brazil and Spain and more.

She is starting to build her own family little by little.

Image 8. Buyer Persona 2. (Lopez Votta Francisco)

#1 Buyer persona:

Name: TAPIO LAHTINEN

Photo

Who is he/she? (age, marital status, studies, work, etc.)

Tapio is a 55 year old. He is Finnish and he has been married for 25 years. He is engineer and he studied at the University of Helsinki. He is living the last years of his satisfactory career, after worked for 30 years.

What are her/his interests? What things does he/she like?

Tapio is interested in spending his time with pleasure and relaxed. He enjoys travelling and he is very curious about the new trends related to crypto. He loves eating good food, with a nice glass of wine and he does not mind so much about the prices.

How is his/her personality?

He is a very enthusiastic man. He is serious when it has to be and funny when the moment warrants it.

He is very talkative and relaxed.

What are his/her skills? What does he/she does well?

He is a great professional.

He has read many books and has a lot of information about general knowledge.

He is a good husband and a good father. He likes to spend time with them.

What are his/her dreams? What are her/his aspirations?

He considers that he worked too much already and he is thinking about his retirement.

His purchasing power is not the highest, but he plans to buy a house in Spain to spend his last years.

He is eager to become a grandfather.

What is her/his social environment? How are her/his friends? And the family?

Tapio is a man with many ties and friendships generated through his years. Very often he meets with his friends and go play golf, or to eat.

As it mentioned, he is married and still very in love. He has two children.

Image 9. Buyer Persona 3. (Lopez Votta Francisco)

Image 10. Buyer Persona 4. (Lopez Votta Francisco)

Image 11. Buyer Persona 5. (Lopez Votta Francisco)

3.1.3 Competitors

Petiscaria is one of the three most popular restaurants in the Hielatahden Kauppahalli. One of the reasons for their popularity is that they have a very convenient location inside the hall, being placed in the middle of the area. The other two most popular restaurants specialise in Asian food. These are Fat Ramen and Tokyo Street. They are targeted at a much younger and 'cool' audience.

Fat Ramen is a restaurant based on the popular Japanese soup like dish that is ramen. This food has experienced a boom in recent years, becoming one of the top choices when it comes to Asian cuisine. Fat Ramen's activity on social media and in the digital environment is decidedly good. A clear aesthetic of its own, very visual, perhaps a bit overt the top when it comes to image sizes and colour mix, but very flashy.

The number of followers in their different Social Media channels is much higher than that of Petiscaria, the feed is much clearer and more orderly, it shows that the content follows a strategy. At the same time, the stories are well organized, with good covers. It is worth clarifying that the target of Fat Ramen is a much younger audience than that of Petiscaria. That is why, in terms of visuals, it is more targeted towards teenagers and young adults.
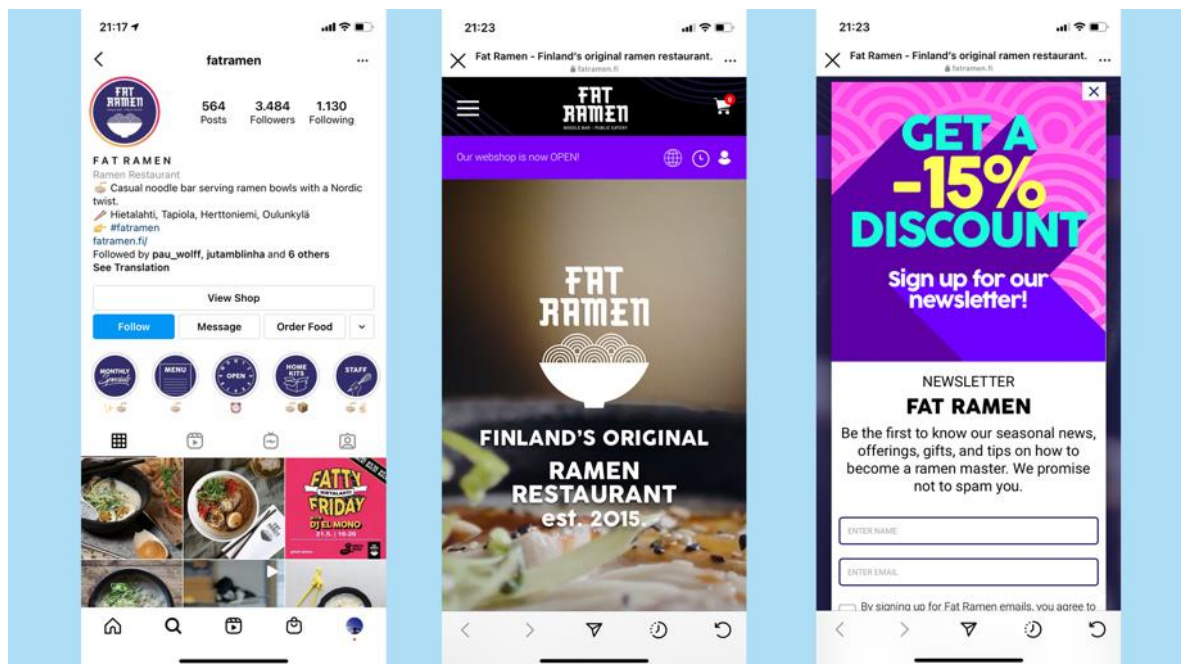
Image 12. Fat Ramen social media and website.

Tokyo Street is a restaurant, as the name implies, offering Japanese food. They use only fresh ingredients and make everything from scratch. They claim that their food does not contain sodium, fats, sugars, artificial flavourings, nor additives that might jeopardise the healthiness and the freshness of their dishes. (Tokyo Street Helsinki, 2021)

In relation to the digital environment, Tokyo Street does not have many more followers than Petiscaria, and neither does it have an aesthetically compelling website. The pictures feature mainly their food, with quality photos. The target of Tokyo Street is quite similar to that of Petiscaria, aiming at people aged 30-45 and some younger people, as well as +50 adults.
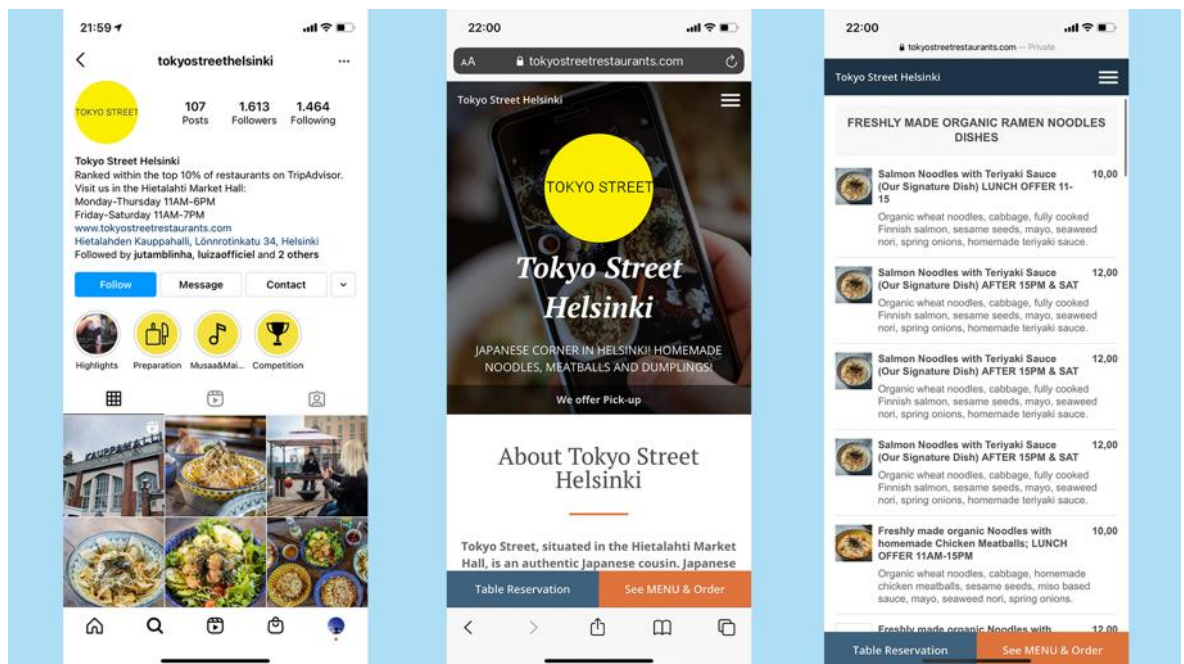
Image 13. Tokyo Street social media and website.

In the international arena, exists 'Casa do Frango' (Chicken's house). This is a Portuguese restaurant located in London, with two locations, one in London Bridge and the other one in Shoreditch. The menu is much smaller than Petiscaria's, based in Chicken Piri-Piri and some 'Petiscos' (starters) with a focus on flavours of South Portugal.

In social media, Casa do Frango has a large number of followers, although it is also true that the population density of London is much higher than that of Helsinki. The photos are of high quality, prioritizing their dishes, but also showing the interior of the restaurant, which is really very nice. It is clear that there is a marketing plan that they follow to the letter and their followers are delighted with both food and content.

As for the website, it can be said that it is verbose. The content is well organized, visually it is not the most attractive, but it has everything you need to know regarding what the restaurant is about. It is visible that the restaurant has several strengths such as its location, the restaurant building itself, and, according to the reviews that can be found online, the food is very tasty.
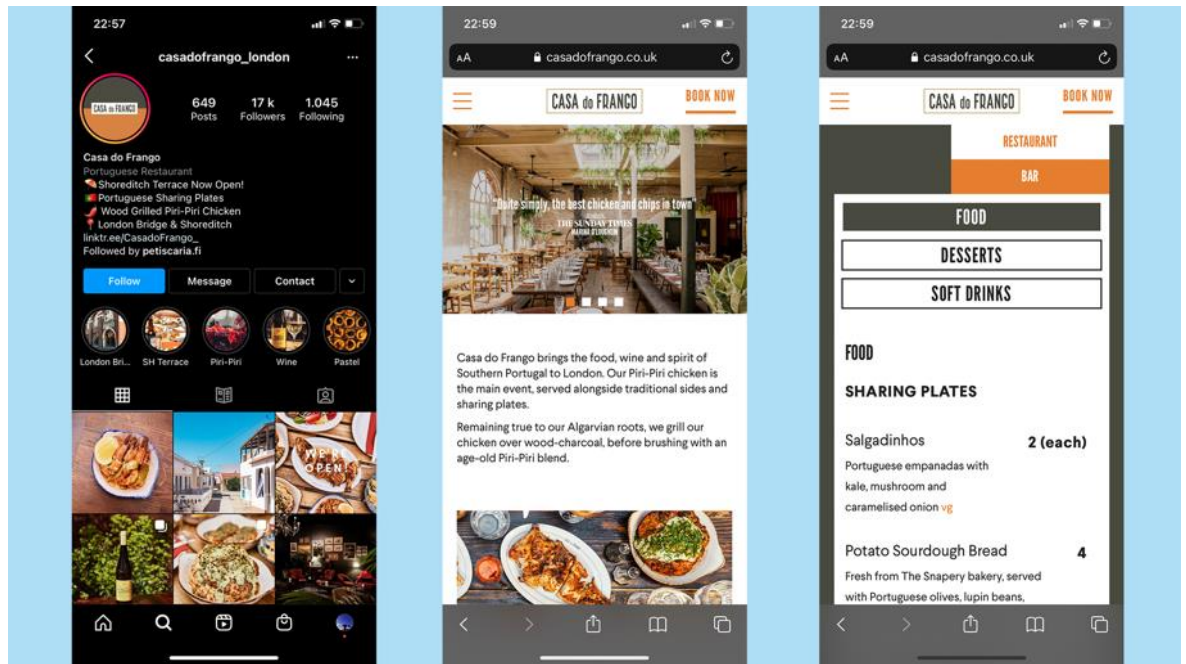
Image 14. Casa Do Frango social media and website.

3.1.4 Intermediaries and potential customers

In the situation analysis, it is also important to mention the role that online intermediaries can play. These intermediaries are meant to provide information about certain products and companies itself. There are platforms that could help to develop a better presence in the digital and online environment. (Chaffey, 2019)

In the case of the restaurants and the touristic industry, TripAdvisor is one of the most popular platforms, if not the most. TripAdvisor is an online platform that collects millions of opinions about certain businesses in the tourism sector (hotels, restaurants, bars, nightclubs, cruises, etc.). The tourism sector cares more than ever about the "digital word of mouth". In this sense, TripAdvisor is a giant on the internet.

Image 15. Petiscaria in Tripadvisor.

3.1.5 SWOT

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. A SWOT analysis provides a clear picture of the market context in which a company operates. It allows marketers to work on an action-based plan. In order to effectively hit the target market, SWOT focus on the opportunities available in light of the company capabilities and the potential threats of the relevant competitors. (Chaffey, 2021)

When considering the strategic opportunities and challenges of online marketing, SWOT analysis will give a comprehensive understanding to marketers to be able to follow up on their objectives and make changes accordingly so they can reach their tagets. In this sense, a SWOT analysis is a key component of a digital marketing plan. (Chaffey, 2021)

Image 16: SWOT explanation. (Adapted from Shewan, 2021)

Taking the SWOT analysis to Petiscaria's environment, it is worth to highlight the following aspects:

Strengths:

- Good, tasty, simple food.
- Mediterranean food is well known and popular.
- Huge variety of Portuguese wines.
- Potential to feature Portuguese specialty food and products

Weaknesses:

- Higher prices than the other restaurants in the hall.
- Lack of products when importations get delayed.
- Misleading information about certain products (for example, there is a sign that says 'Pastel de natas: baked every hour!', which is not true and several customers have noticed).
- Digital communication is poor compared to the competitors.

Opportunities:

- The only Portuguese restaurant in the city.
- Products that cannot be found elsewhere.

Threats:

- The growth and popularity that Asian food has acquired in recent years means steady competition for Petiscaria.
- It is a big restaurant inside a market hall, where food is served quite fast. In Petiscaria, sometimes food orders get delays which results in slow service.

3.2   Objectives

After the preceding analysis of the restaurant's current situation, it is time to set the objectives and goals that are going to be pursued. It is worth clarifying that each platform will have its own objectives, but during this chapter, the general objectives of this marketing plan will be taken into account.

The main objective is to increase the number of customers that eat in the restaurant or order via Wolt. In order to achieve this goal, the focus will be on the brand engagement. This method will apply for every platform and channel. Brand engagement is a relationship between a consumer and a brand, that is, strengthened over time and resulting in mutual value

The second objective, but not less important, is acquiring a broader range of customer information and data. While this thesis is being written, the restaurant counts with a small amount of data. Having more information about the customers will allow the owners to create personalised messages and to have a fluent conversation between the company and the clients.

A third objective is to generate awareness and traffic to the website. The idea is to use the site as a tool where people would be able to book a table, make reservations for a specific event (Jazz Nights), and even to enrol in the workshops that the restaurant is offering.

The last objective will be to create a bond, between our followers and the company that could result in building a community of Petiscaria lovers. In order to achieve this, it is crucial to gain more followers so that existing customers increase their sense of loyalty and at the same time the restaurant gains new clients. The restaurant needs to experience an increase in new clients who are turned into long-term.
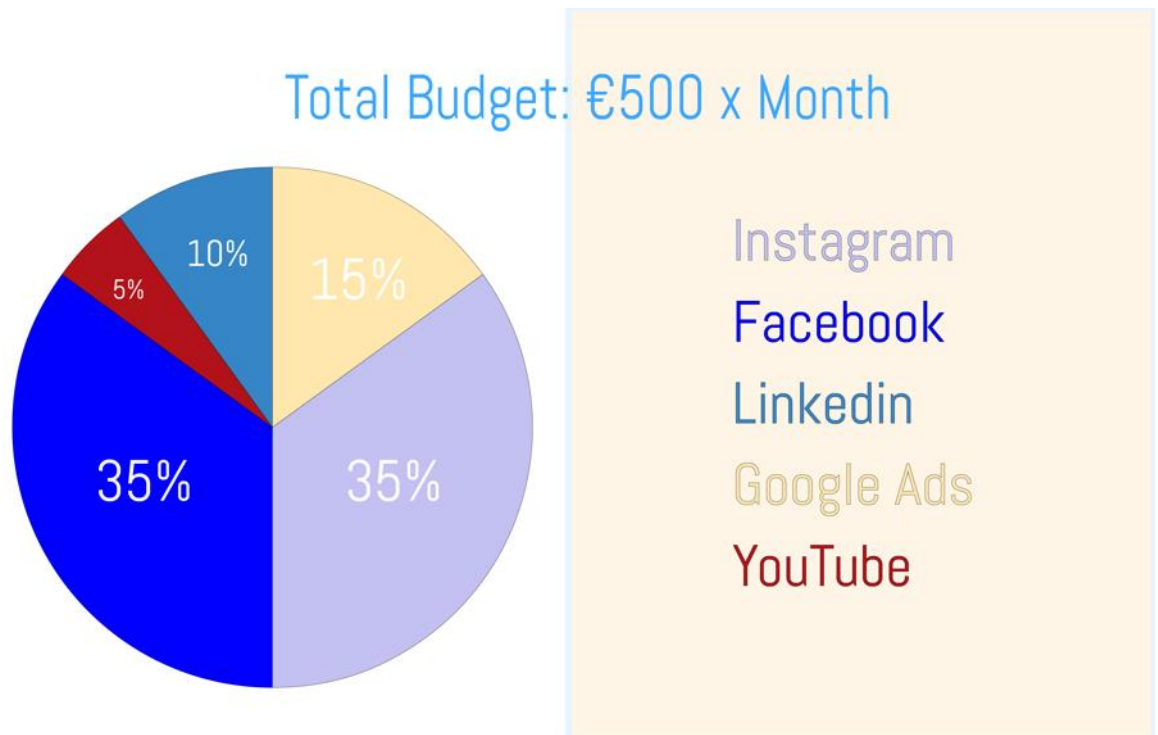
Image 17. Monthly Budget for the digital marketing plan.

The following table shows how the monthly budget for the digital marketing will be distributed. Here it is shown the cost per thousand impressions (CPM), according to the average of the industry, the impressions that are expected, the click-through rate (CTR), which is the amount of clicks that an ad gets, divided the amount of times that is shown (clicks/impressions). Lastly, the conversion rate is the expected percentage of users that make a specific action such as a purchase, a download, a registration, or a booking.

Table 1. Monthly Budget for the digital marketing plan. (Social Bakers, 2021)

Channel	Budget	CPM	Impressions	CTR	Engagements	Conversion rate	Conversion
Facebook	175	1,50	116.666	2,20 %	2.567	3%	77
Instagram	175	1,50	116.666	0,50 %	583	3%	17
LinkedIn	75	6,59	11.380	0,50 %	57	10%	6
YouTube	25	2,00	12.500	0,65 %	81	5%	4
Google Ads	50	2,00	25.000	0,50 %	125	2%	3

TOTAL	500€	eCPM:1,77	282.212	1,11 %	3.413	3%	107

3.3 Strategy

The strategy consists in developing how the objectives will be met. The main idea is to come up with a long-term communication plan. The focus will be on the customer, calling this type of strategy a customer centric. That is to say, the way of developing the business has the customers at its core and aims to create the best experience for them, building the brand loyalty.
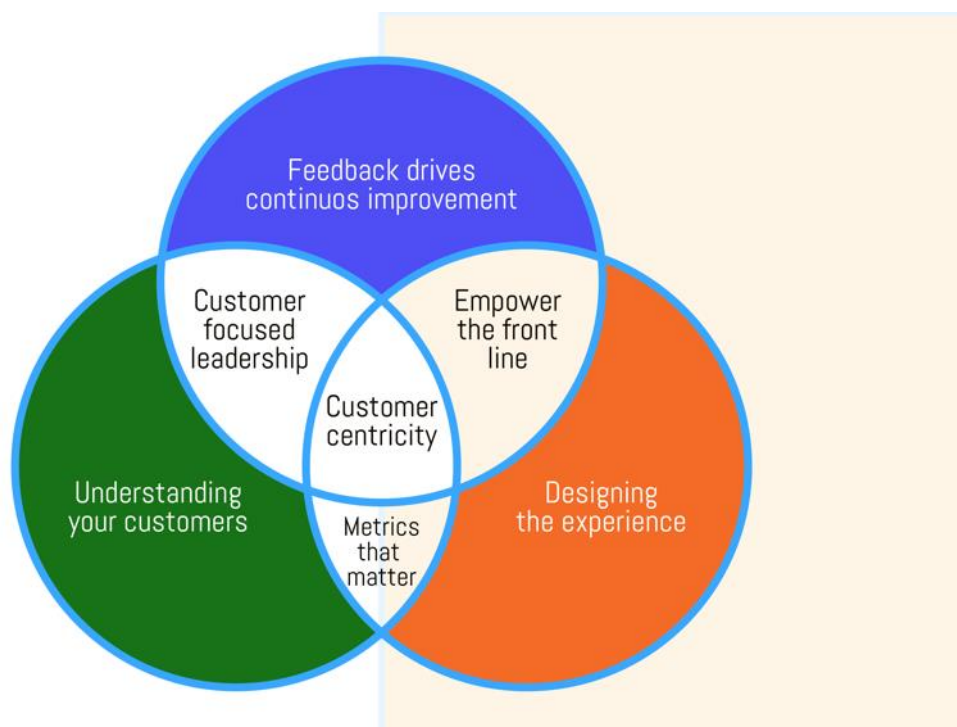
Image 18. Figure of customer centricity (Adapted from MacDonald, 2021)

The overall long-term vision is to become "The Portuguese restaurant of Helsinki". Given the fact that Petiscaria is the only Portuguese restaurant in the city, it is a reachable goal. The idea is to give the Portuguese food the leading role in our communication as a whole. At the same time, we will aim to be one of the top five restaurants with exquisite vegan dishes. The company takes vegan mindsets into account and becoming a reference for them would be essential. Another factor to consider for our strategy is aiming to become one of the most popular options at lunchtime. Being part of the top three will be the expectation. Given the restaurant's location, many clients come from nearby offices and for the owners, they are a crucial link.

This long-term plan will be developed using a digital approach. The use of different digital platforms and different types of marketing strategies will enable an effective communication with our audience. We will produce videos about Portuguese recipes with secrets and tips (content marketing), customers will be contacted via email (email marketing) inviting them to celebrate their birthdays, promotions will be sent to our most loyal guests, including information about upcoming activities that will take place in Petiscaria.

Following the axis of the customer-centric strategy, it is vital to analyse the importance of CRM, which stands for Customer Relationship Management. It is the strategy that businesses use to manage or maintain interaction with customers. It entails practises, principles, strategies and guidelines that a company uses when interacting with both current and potential clients. (Gordon, 2020)
The technical solution to develop the CRM will be HubSpot. HubSpot is extremely practical to process and analyse customer information, allowing companies to relate data from different sources, identify opportunities, create new sales funnels and carry out loyalty campaigns. (Goldberg, 2018)

Having clarified the importance of CRM, it is vital to choose the right CRM software tool that will support making decisions to keep the customer at the center of the business. The right CRM tool will help focus sales activities, marketing efforts and support systems around the customer. (Goldberg, 2018)

The main goal of our CRM strategy is to have a comprehensive understanding of our customers to create effective communications and fulfil our vision. By gathering data such as the visit frequency, the dishes ordered, the customer experience (service, ambience, food), we will be able to serve them better, develop relevant messages and personalise communications.

Our action plan will be adjusted according to the data and insights that we gathered from our CRM, and not only be based in our own assumptions. An example of this is that we assume vegan customers will approach our restaurant as a response of our attractive vegan options, but if the result does not turn out as expected, we will modify and adjust the offer based on feedback.

The targeting criteria used for the digital marketing plan will be based on the previous buyer persona analysis.

Target 1: Lunch (people that work in the offices nearby)

Target 2: Vegan (people with vegan mindset willing to try new flavours)

Target 3: Ethnic food (people willing to try new flavours, in this case, Portuguese food)

Target 4: Adult +50 (older adults interested in eating deliciously, with a good glass of wine, enjoying their time)

Target 5: Portuguese (the Portuguese community in Helsinki)

The key messages to impact these mentioned targets will be:

Target 1: Lunch Menu for the offices nearby – Promotions during lunch

Target 2: Great options for vegan customers – (Crispy Seitan, Vegan Feijoada, Salads)

Target 3: Portuguese food. It is not as well-known as the Italian or the Spanish cuisines, but it is still Mediterranean and delicious. Content showing good photos of Portuguese food.

Target 4: Great option for a nice dinner – Wines & Cheeses – Events (jazz nights)

Target 5: "Feels like home" for Portuguese customers.

The last aspect to take into account when drawing up the strategy is marketing automation. "Marketing automation is the use of software and web-based services to execute, manage and automate marketing tasks and processes. It replaces manual and repetitive marketing processes [emails, social media, certain website actions] with purpose-built software and applications geared toward performance." (Linnemanstons, 2019). We will go further into this topic in the tactics section.

The current database consists of 100 contacts. The goal is to reach 2000 people in a year. To achieve this, different tactics and actions will be developed.

3.4 Tactics

When considering tactics, we must answer the question "how exactly do we get there?". In this chapter, the chosen digital marketing channels will be analysed, and their choice justified by the author. At the same time, the tactics that are going to be implemented will be developed.

Content Marketing plays an important role in our tactics. Within this tactic, we can use both **Organic** and **Paid posts**. Each has particular characteristics that are worth mentioning:

Organic Posts
- **Cost-effective**: with the existence of multi-platform posting tools, you can send out a message in various social media channels at once, meaning the main investments when opting for organic posts are time and effort.

- **Better understanding of follower base**: by impacting our current followers with non-promoted content we can better comprehend how effective the types of posts are by measuring their engagement level (likes, comments, etc.).
- **Builds positive brand perception**: when followers consume organic content that is relevant for them, they tend to engage more with the brand that is generating it, reinforcing brand validity.

Paid Posts
- **Segmentation:** when investing money in exchange for faster results, we find the possibility of defining a target audience to which we can direct messages designed to captivate their interest.
- **Time:** As mentioned in the previous point, quick results are one of the most notable benefits, but it depends on how well resources and volume are optimised.
- **Analytical data**: With the allocation of budget in aspects such as ads, it is possible to obtain information on the performance that can help in making future decisions, conducting tests and launching future products or services.

Influencer Marketing is a very valuable tactic for the company. In fact, the restaurant has some gastronomic bloggers and influencers who work as allied partners when it comes to generating content. The positive aspect of this tactic is that it does not generate a great cost for the company, while it does generate a great reach in terms of visualisation and brand engagement.
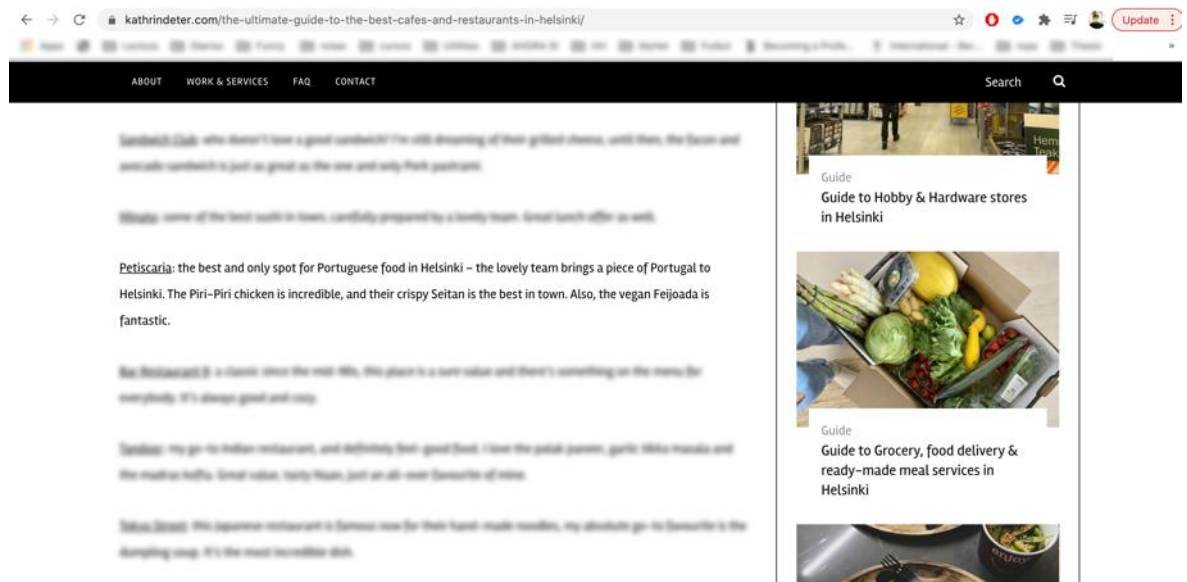
Image 19. Kathrin Deter Blog.

Not only writing in blogs, but also working in partnerships with influencers in social media will give a big visibility to the restaurant. For instance, the chef, author and influencer Meri-Tuuli has many followers and loves Portuguese food. She is a frequent customer, and now she became a friend, who sometimes does content about Petiscaria.
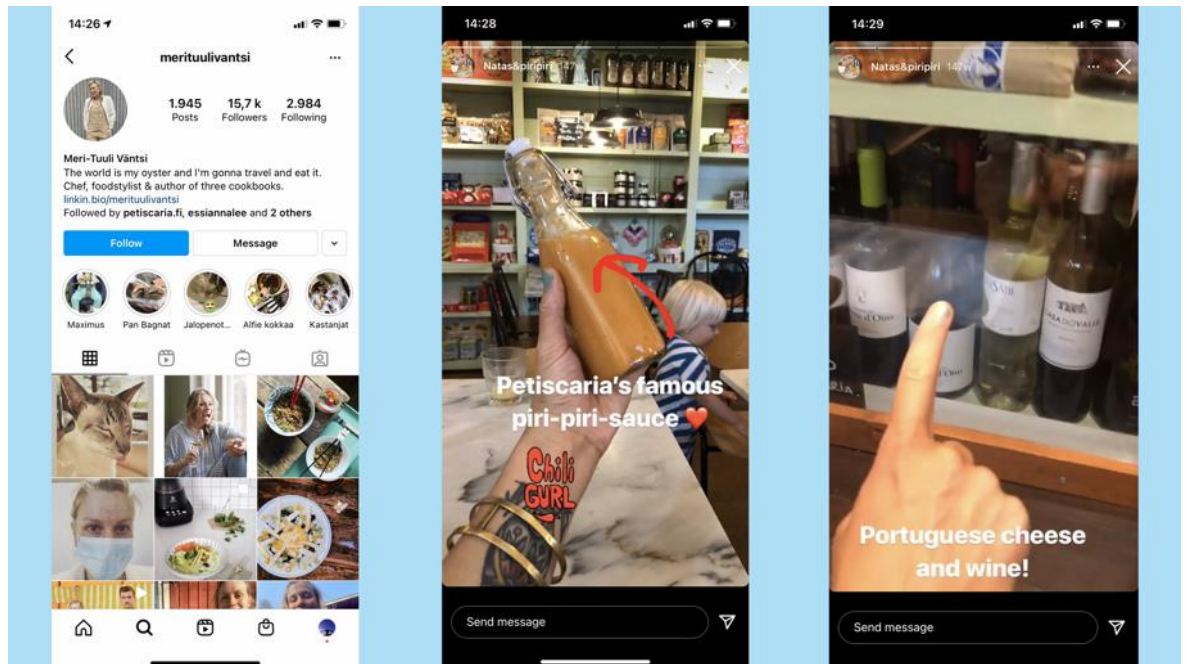
Image 20. Screenshots from @merituulivantsi

Email Marketing is another cost-effective tool that allows us to send personalised and strategically relevant content according to the audiences you want to reach. Thanks to email marketing we can communicate the restaurant's latest news, be it a new menu, new workshops, recipes and or even greeting customers on their birthdays and offering them discounts.

Display advertising will also be a part of our tactic. We will display ads in LinkedIn and Google display network. Given the fact that many users are checking LinkedIn prior to their lunch breaks, we are assigning a small part of the budget to this platform. Display ads (banners) usually have low CTR (0,10%) compared to promoted or organic posts in social media platforms.

SEO, from the acronym Search Engine Optimization, is the organic positioning in search engines, which translates into improving the visibility of our websites in search engines. It is a set of actions aimed at improving the placement of a website in the Google results list. Some of the aspects to take into consideration are the analysis and the solving of the main technical problems of the website and the optimization of the content placed in the website (HTML and internal links), making sure that the website loads fast, among others.

SEM, which means Search Engine Marketing, is precisely the marketing in search engines. This means that through payment methods, it aims to promote our ads and ad campaigns in search engines. In the SEM, marketers pay for each click of a user. SEM publishes ads on YouTube, mobile applications, Google AdWords, Bing Ads, PPC campaigns, networks, advertising marketing and remarketing actions. The goal is to

generate traffic, as well as to be at the top and right of the search results. It is essential to define the main keywords with which the ad campaigns will be shown to the audience.

In the case of Petiscaria, some of the key words will be #portuguese, #food, #lunch, #dinner, #wines, #workshop, #mediterranean, #chicken, #piri-piri, #jazz, #francesinha, #pastel, #nata, #cheeses. These mentioned words will be repeated in Finnish language, due to the location of the restaurant.

Marketing Automation, as mentioned in the strategy section, this will be a crucial part of our plan. The technical solution that will enable it will be Zapier, which allows HubSpot to connect with other platforms such as Mailchimp, Facebook, Instagram, LinkedIn, and Google. When a new customer is added to our CRM tool and we have their birthday registered, by using Zapier we will be able to automate an email marketing campaign (Mailchimp), which would be sent the previous week of that customer's birthday.

Customer journey is made in order to get a better understanding of the process of the customer when buying a certain product, the author had worked developing a customer journey. It is the process that a person goes through to buy a product or service, based on a need that arises, and all the research and consideration of alternatives that exist in between.

In the case of Petiscaria, potential customers will be impacted with an ad, to later make a reservation through one of the options that the restaurant offers. Once they made the reservation, they will be added to the CRM, where the food, drinks and everything they ordered will be registered. After the visit, a feedback form will be sent in order to recollect data and to know how the overall experience was. If they visit the restaurant without making a reservation, they will have the chance of completing a feedback form. That is the way in which they will be registered in our system. The following graphs shows the customer journey in a visual and practical way.
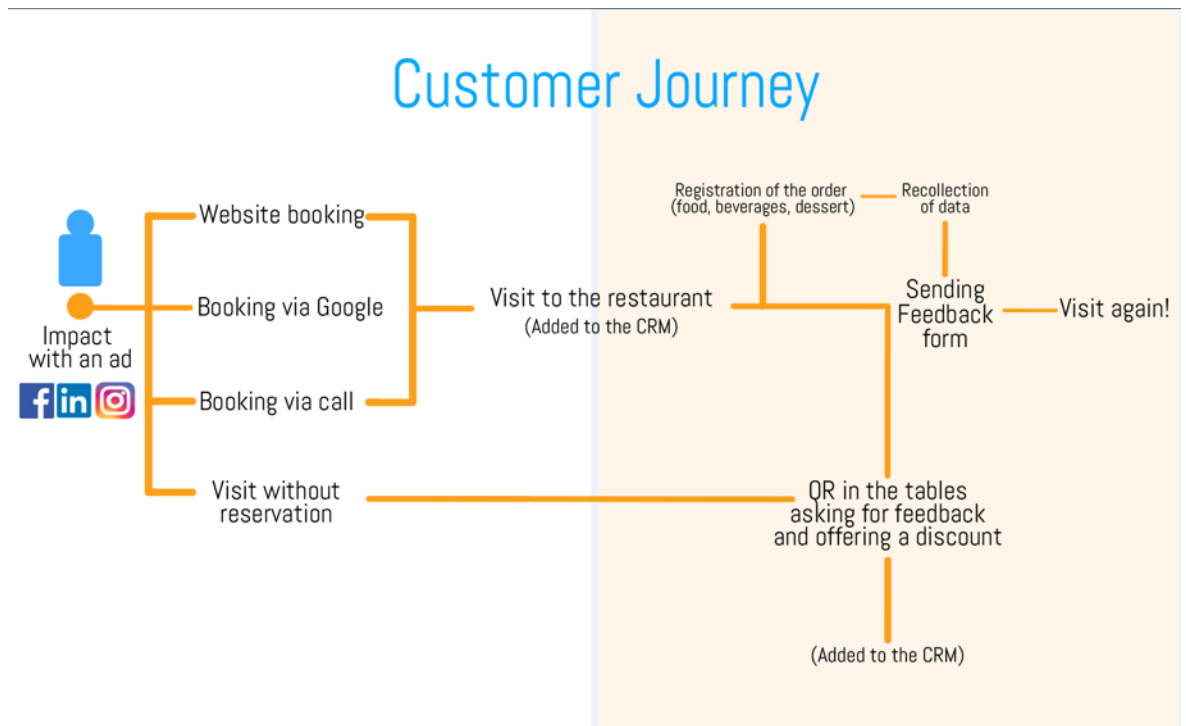
Image 21. Customer Journey (Lopez Votta Francisco)

3.5 Actions

Once all the previous points have been analysed, it is time to establish the actions that will address what was established.

3.5.1 Social Media

The first action is to optimise every social media profile for the restaurant. In order for a brand coherence to be present, it is important to be detail oriented. It is not recommended to have a Facebook profile with a different name than the Instagram profile. To make sense of it and make sure that the strategy for both platforms is aligned, the domain used will be @petiscaria.fi. This is a benefit in terms of brand positioning.

Facebook and Instagram will feature the daily activities of the restaurant. Quality photos will be used, with the food as a protagonist. The community manager will have to repost (regram) the content where Petiscaria has been tagged. Additionally, if a customer communicates with the restaurant through some of its networks, the response time should not exceed 30 minutes. It is important to pay attention to these details that make a big difference in the customers' eyes.
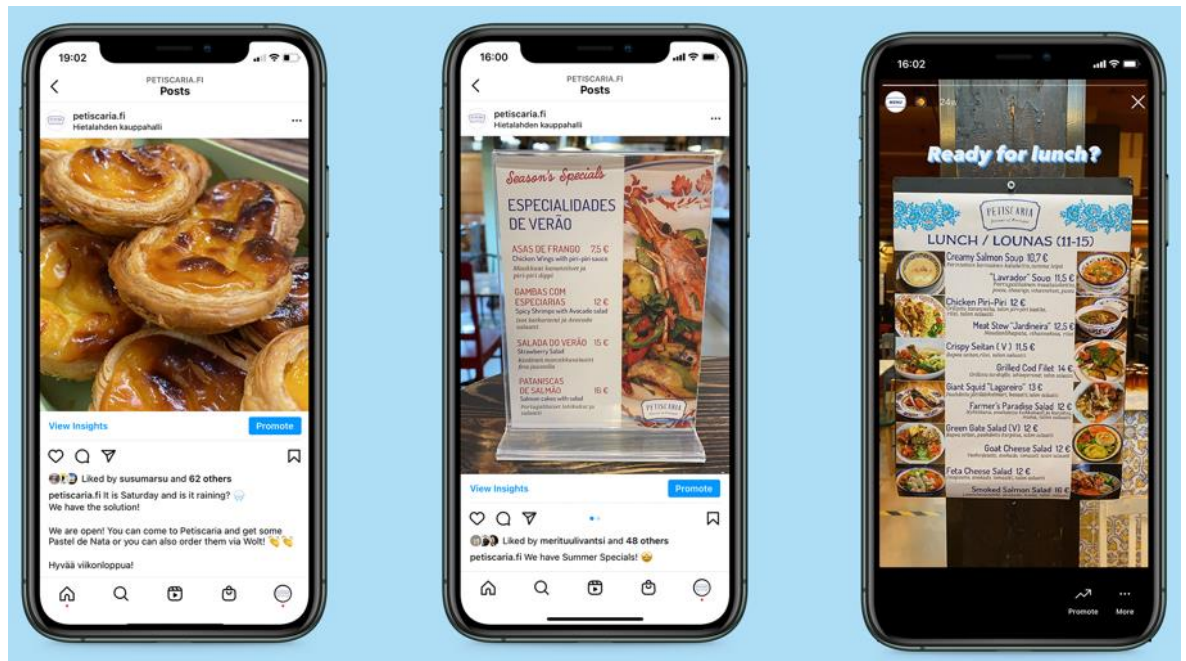
Image 22. Content created by the author. (Lopez Votta Francisco, 2021)

In the YouTube channel, the author was developing videos with recipes. This is a part of content marketing. It is not expected to get a revenue out of YouTube, since the aim of the videos is to better position the brand and share content about Portuguese food. At the same time, the team is exploring the idea of having a filming team in Portugal, creating content in different areas of the country. A video about Queijo Azeitão, a very typical Portuguese cheese, has already been made featuring Lisbon in its background.
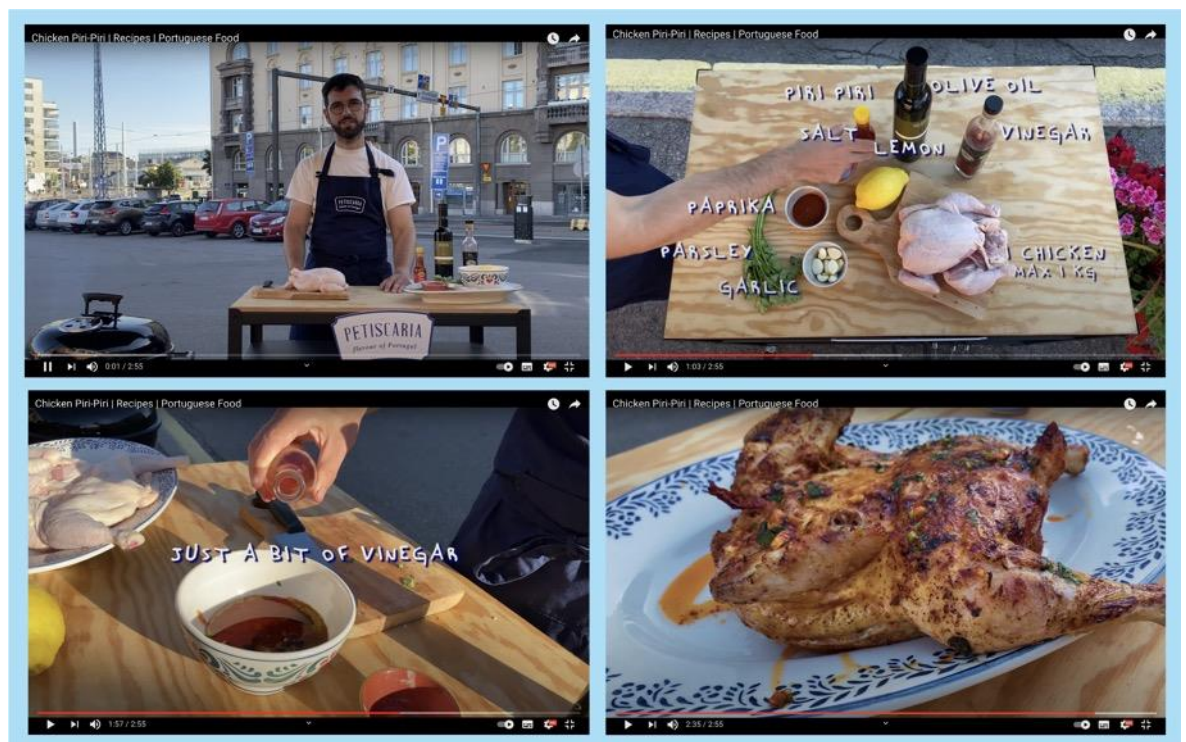
Image 23. Screenshots of the video developed by the author. (Lopez Votta Francisco, 2020)

3.5.2 Email Marketing

In the email marketing campaign, a monthly update about what is happening at Petiscaria will be sent. With a clear audience division, customers will be reached according to their previous experiences in the restaurant. This means, for example, that if a guest attended one of the Jazz Nights through an online reservation, an email will be sent to them including information about future jazz nights and other events that may be attractive to them. Another example could be with the cooking workshops, whose participants will receive information about future similar events and online and live classes.

Additional actions regarding the EM will be collecting the feedback form that will be sent after a visit to the restaurant. The form will contain general questions about the quality of the food, the service, and the general experience. As expected, there will also be an open box for comments, in case the customers want to leave a personalized or longer message. These feedback forms will be crucial for the restaurant because it will allow us to reach conclusions, see what worked well, where there is some room for improvement, and inspire us to come up with new insights and many other potential ideas.

Lastly, we will use this tool to build brand loyalty. When the birthday of a client approaches, an email will be sent greeting them and congratulating them, but they will also be offered a coupon with a 20% discount for a future dinner at the restaurant. All this will be possible thanks to automation and CRM, which stores this information so that we can use it in our favor.

3.5.3 LinkedIn

Regarding LinkedIn, the author has come up with two actions that will establish the brand in the mentioned platform. As it will be discussed further in this thesis, since the COVID Outbreak, the restaurant started to develop workshops in order to keep the business afloat. At the beginning, these courses were only offered to specific individuals. However, with the running of the classes, the author identified a potential customer base to whom this concept could appeal: companies. After the outbreak of the pandemic, many people have been forced to work remotely. Given this fact and following the spirit of team building, some classes of Portuguese cuisine might be a good offering for companies looking to host online events for employees. By aiming at selling online cooking classes to companies, Petiscaria would be engaging in a B2B action.

In order to succeed with this idea, it is important to consider segmentation. Human Resources Managers, CEOs of companies, and admin executives and assistants are some of the profiles that will be reached by this communication. The stipulated scope will be greater than the lunch posts, since this activity will take place online and the locations do not matter too much in this case. The author considers that this is a great team building activity and many companies will enjoy offering an online workshop to its employees.

Online workshops are not the only content that will be communicated via LinkedIn. Taking advantage of the restaurant's location (as it was mentioned when the author introduced the company, it is surrounded by many offices), the lunch menu and our weekly specials are going to be communicated in this platform.

For this specific action, Display ads will be used, as well as the restaurant's own profile informing about the dishes and offers for lunch. The segmentation will be more detailed than the one used for the workshops. This content will be posted at a certain time (10-11.30 am before lunchtime) and location (1km range).
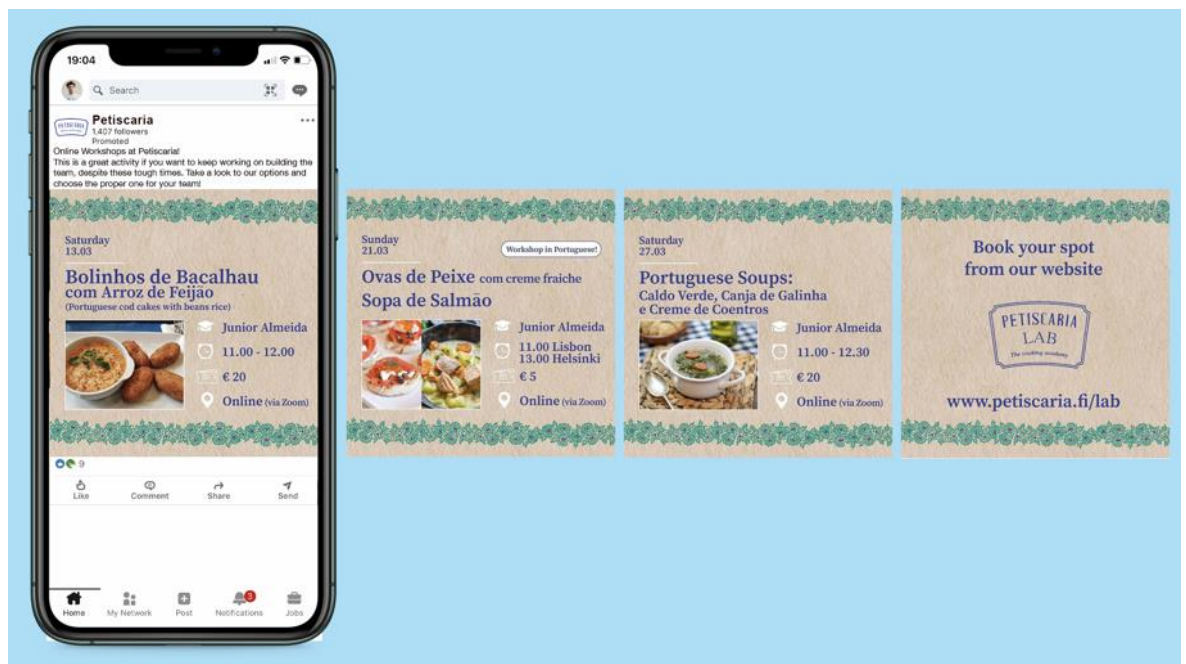
Image 24. Content created for LinkedIn (Lopez Votta Francisco)

3.5.4 Actions for specific targets

For the **Portuguese target**, a special newsletter will be created. The objective is to invite them and make them feel like at home. That is why once per month the restaurant will host a Portuguese night for Portuguese people. The idea is to recreate a night in Portugal,

with music (even a live band), a colorful and vibrant ambience, with Cristiano Ronaldo goals on the screen, and of course, Portuguese food and wines.

The communication will be posted first in the social media platforms, with a segmentation of Portuguese people living in Helsinki, Espoo, Vantaa and other close cities. After the first event, the contact will be via email. To do that, it is needed to encourage them to leave their contacts, so a contest with a very nice price will be the excuse to get their emails.

When the restaurant reopened its doors after the first COVID 19 outbreak, the author appeared in a video explaining the measures that Petiscaria had taken in order to protect the health of its customers. This video was mainly targeted to adults. Given that individuals above a certain age group are part of the risk groups, it was necessary to communicate not only the restrictions and the limitations, but also the actions that the restaurant had decided to take. For example, the mandatory use of gloves and facemasks, the distance between the tables, laminated menus in order to reduce the spreading of the virus, among other measures.

Image 25. Screenshots from video created for adult target. (Lopez Votta Francisco, 2020)

The **vegan target** is a very important one for Petiscaria. That is why some special content will be created especially for them. The author will develop a Facebook and Instagram carrousel communicating all the vegan dishes that are available at the restaurant. One of the most common comments that the staff usually receive is that the crispy seitan dish is the best seitan in the city. Knowing this, it is important to highlight the vegan options.
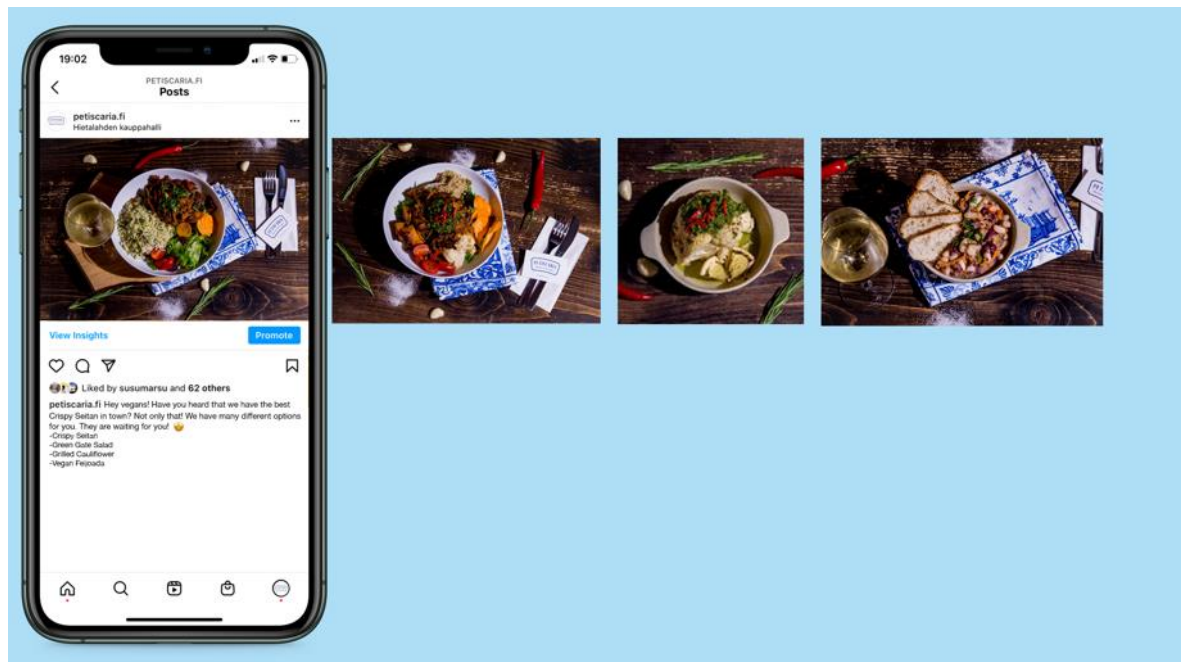
Image 26. Content for vegan audience. (Lopez Votta Francisco)

3.5.5 Other actions

For the company, the **feedback** is essential. Nowadays, the restaurant only counts with platforms like Google Reviews, or Facebook and Instagram comments. However, in order to better understand the customer's needs, the author came up with the idea of featuring a QR code on the tables that will redirect them to a feedback form. The incentive to give this feedback is to participate for a free dinner at Petiscaria, or to get a Pastel de Nata as a reward.

Image 27. QR code with a feedback form. (Lopez Votta Francisco)

In order to increase the **number of customers in the database**, the author developed an eBook with some Portuguese recipes that will result of interest to the audience. The idea is that when a customer visits the website, a pop-up will appear offering to download this material for free. The expectation with this is not to increase the number of sales but to increase the number of people in the CRM. In order to achieve this goal, the customer will have to consent to providing some personal information such as name, last name, birthdate, and email.

The last action to be mention is the one regarding Google Ads. Google ads allows to personalise and customise the ad. Furthermore, it gives the opportunity of select some keywords that are going to match with searches. Then, it gives the opportunity to select the distance range in which the ad will be displayed. Lastly, it has the option to select different budgets according to the results that are estimated.
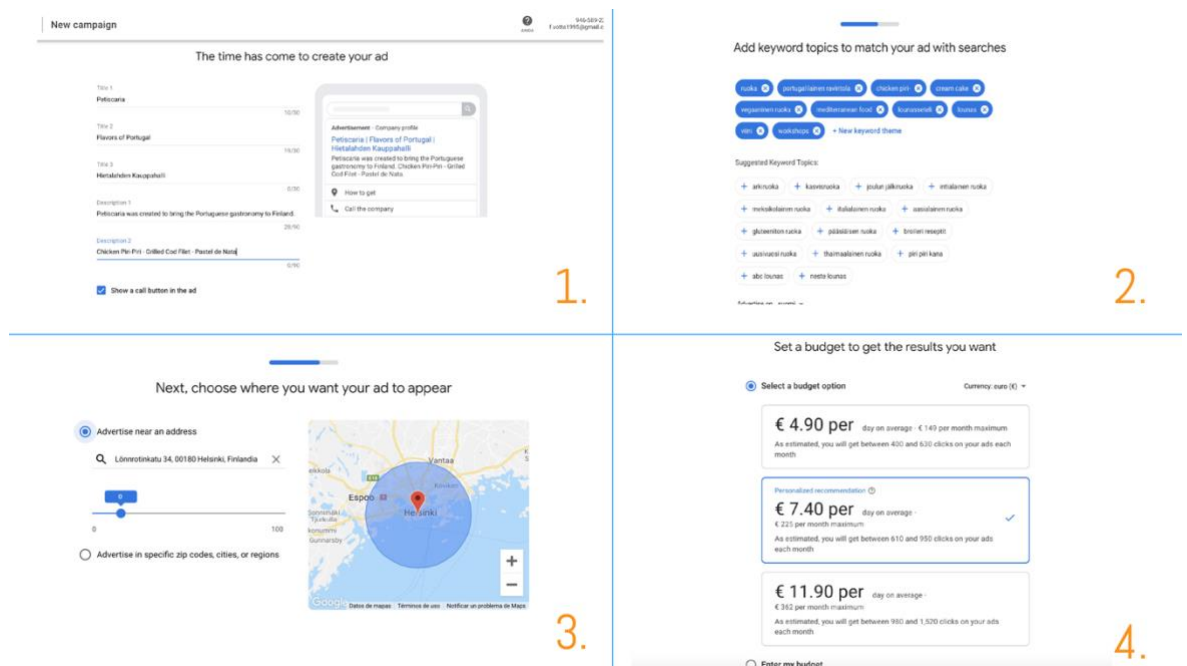
Image 28. Example of a Google Ads (Lopez Votta Francisco)

3.6   Control

In the last step of the SOSTAC model, it is essential to monitor and control the objectives, strategy and tactics that were applied during the process.

In order to measure the effectiveness of the different digital marketing campaigns, we will use platforms such as Google Analytics and Facebook Analytics. We will measure impressions, clicks, comments, and conversions to determine which marketing platforms

are performing well. On top of that, we will measure customer satisfaction by sending different communications after the guests have visited Petiscaria.
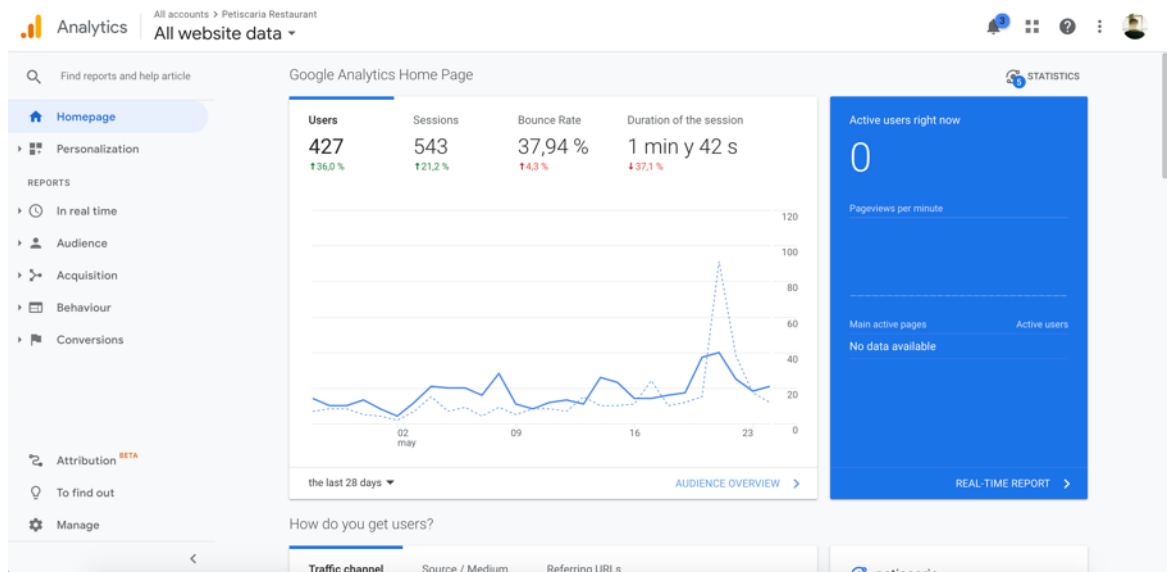
Image 29. Google Analytics of Petiscaria.

The conversions that are going to be measured are registers, new followers, people who signed up for the workshops and new guests. Google and Facebook count with special pixels that measure conversion events.

3.7 COVID Outbreak

Since the unfortunate and world-renowned COVID-19 outbreak, many companies from many industries had to adapt their business models in order to survive and keep their businesses afloat. Petiscaria's case was no exception. The author, as the person responsible for the digital marketing environment, had to think and find new tools and actions in order to lessen the impact that the pandemic had on the daily life of the business.

From March 2020 to June of the same year, the restaurant had to cease all activities, causing several employees to lose their jobs, creating uncertainty and a less than encouraging outlook for both workers and employers. It is at this time that the owners decided to take action. For this, the context in which they were living was analysed. The products that the restaurant had and what could be made from that were also taken into account.

3.7.1 Opportunities

The first action taken was to develop our activity in Wolt and Foodora. At the time the pandemic broke out, Petiscaria was not featured in these platforms, which meant that

even though this did not generate loss, it also did not open up the opportunity of generating more profit by offering a home delivery option.

Once the restaurant's menu was online on Wolt and Foodora, it was communicated on social media. It is worth remembering that the restaurant worked exclusively with Wolt, Foodora and take away orders for three months.
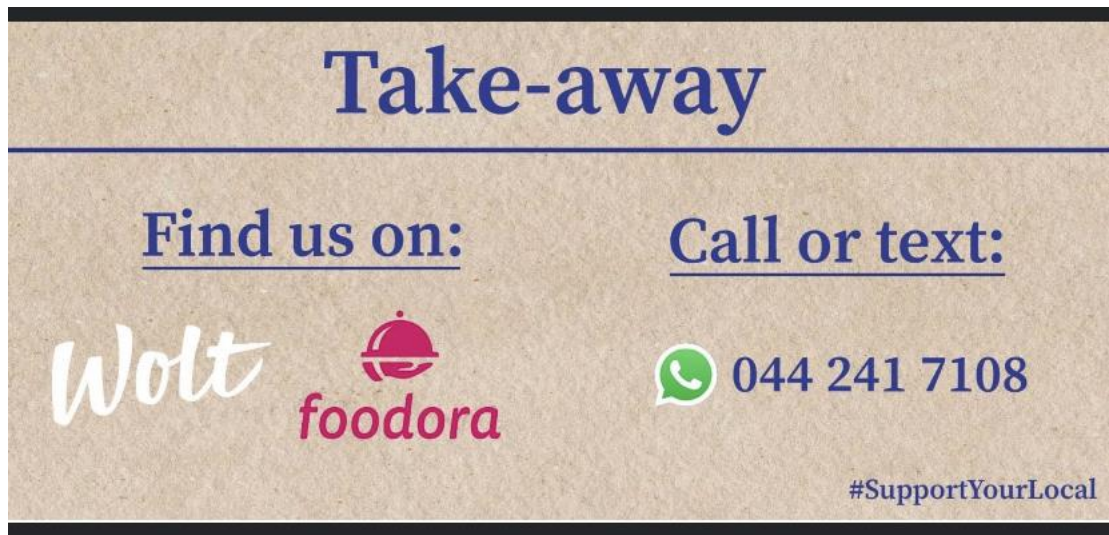
Image 30. Content created during the pandemic. (Lopez Votta Francisco)

Another important measure was the development of the website. Although the development of a website was in the short-term plans, Petiscaria did not have one and the pandemic pushed the restaurant to bring the creation of the site to the fore. The website was developed by the author in a month. The idea was mainly to create a platform where people could see the restaurant's menu, book a table, watch the videos with Portuguese recipes, participate in Petiscaria events (jazz night, piri-piri night) and, most importantly, allow people to sign up for the cooking workshops featured in the section titled "Petiscaria Lab".

The platform chosen to develop the website was WordPress. WordPress allows to create blogs or a different type of website. It is a content management system (CMS). It has more almost 20 years of existence and it has more than thousand themes, normally known as templates. WordPress is more than a simple and intuitive system. Users do not need to be coding experts but having knowledge on the topic will be favourable when creating the site. WordPress is the right tool to use if the content is frequently updated. It stores the posts in chronological order, allowing guests to find them in an easier way.
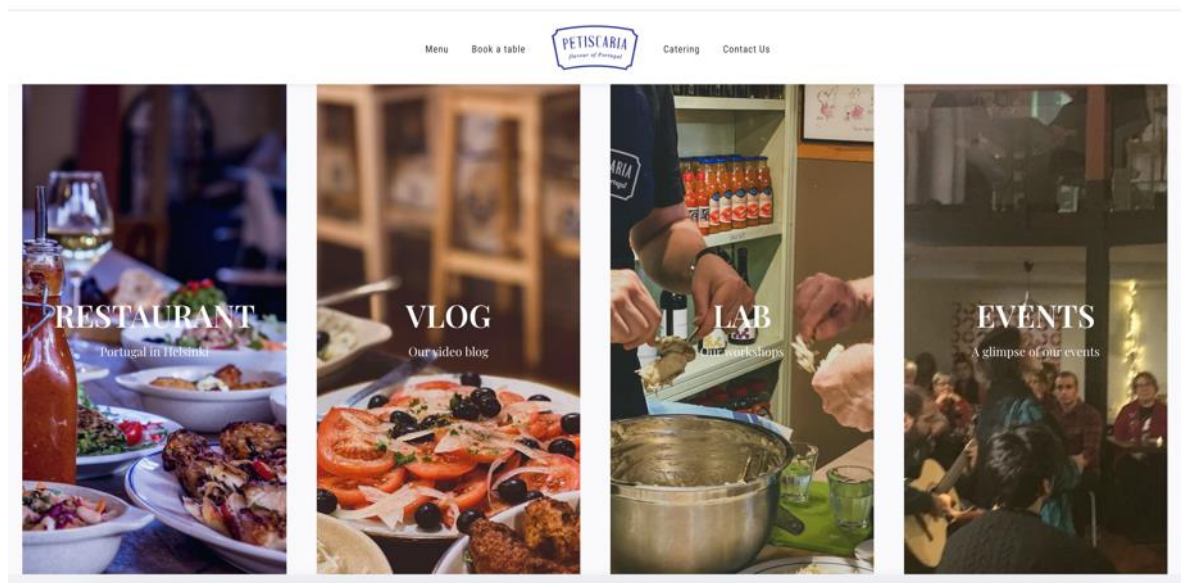
Image 31. Petiscaria's website. (Petiscaria, 2021)

Once the activities slowly began to normalise, the author had the idea to start developing workshops on Portuguese cuisine. The main objective was to generate an increase in sales that allows to 'compensate' what was lost during the restaurant closing. Another objective was to share about Portuguese cuisine (its secrets, flavours and philosophy) to Finns.

The workshops began to be held in February 2021. Some were held in person and others online. The author's tasks were the communication of these workshops as well as the filming of them. The students were sent the ingredients two days before the activity started and a link with the invitation a few minutes before the start. Usually, the workshops were led by the restaurant's chef, Junior. Many times, the owner, Maria Joao, also participated with an introduction to the topic of the class.
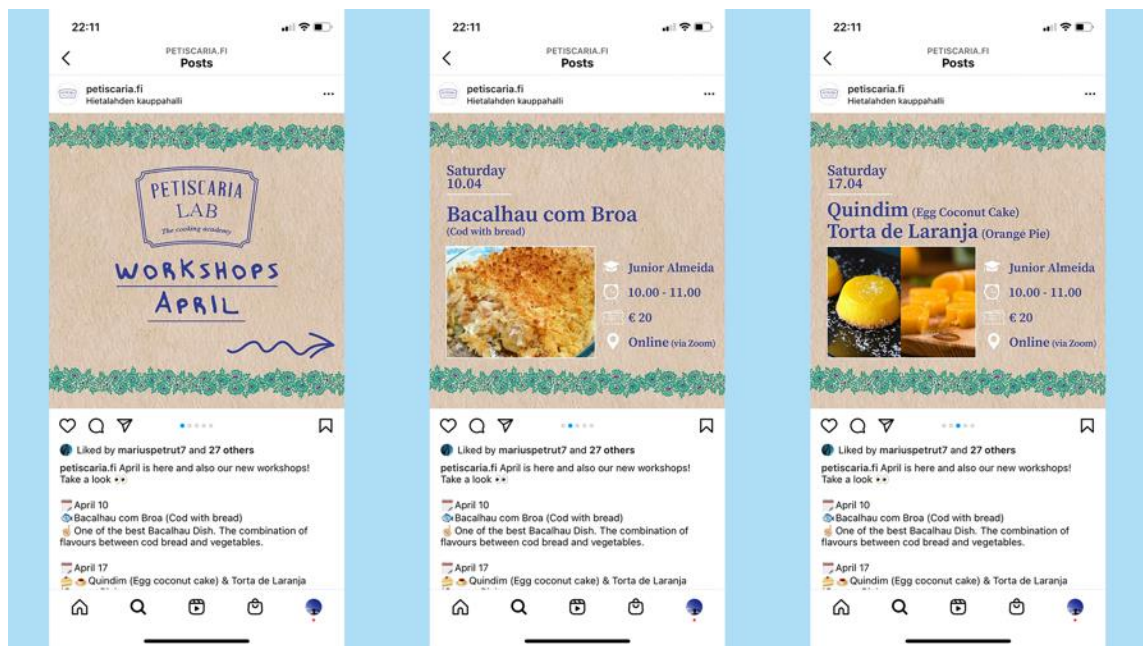
Image 32. Content developed by the author. (Lopez Votta Francisco, 2021)

As the workshops went live, some insights came to light. For example, many messages were received from Portuguese followers asking for courses in Portuguese. In answer to this, some courses were developed in that language, with the aim of introducing some secrets and tips of Finnish cuisine.
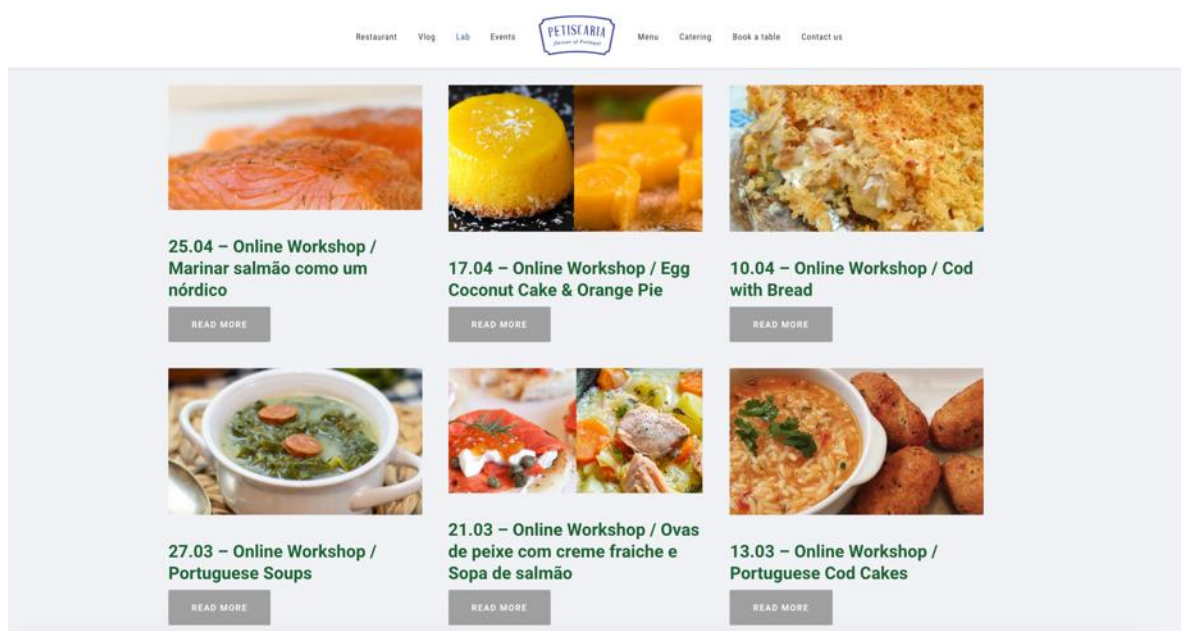
Image 33. Petiscaria's workshops section. (Petiscaria, 2021)

The next action the restaurant would aim to develop through its website is ecommerce. Due to different setbacks, it has not yet been possible to start with it, but it is on the agenda and it is the next step to follow. In E-commerce we will sell three types of

products: Kitchen products (special plates, cuttlery); Gourmet products (jams, pâtés, sardines, cheeses, etc); Food (the option to order our dishes from the webshop).

3.7.2   Benefits

From these actions initiated from the Covid-19 outbreak, we can highlight some positive results. The table reservation system worked perfectly. Customers could book a table without problems, filling in the information of the day, time, number of guests and any message that they wanted to leave. Customers received a confirmation message once they made the reservation, and this feature is still active.

Regarding the workshops, 70 students were reached, divided into 9 courses. These results, so far, are very positive and favourable, which even leave a margin for the growth of this idea. In addition to this, the feedback was very positive. Given that the resources that the author had to do the workshops were not the best, the positive feedback was essential when looking to continue with this activity and considering aspects that could be improved.

4   Discussion

4.1   Conclusions and suggestions for development or further work

This digital marketing plan was created to be used in the long term. To maintain the quality of the plan so that the results are as expected, it is important to be constant and detailed. Constant in terms of posting content, optimizing the website and not leaving aside their channels, and detailed in the sense that there are no spelling mistakes in the posts, that the photos are of quality and that the customer-centric strategy is always taken into account.

One of the suggestions is to be permanently attentive to the digital environment. Nowadays, Instagram and Facebook are the most used platforms for the target groups of Petiscaria, but given that digital marketing is constantly changing, it would be clever to stay up to date on the lastest trends and what people are talking about.

Another recommendation is to follow very closely if the figures and the KPIs that were set are being reached. One of the many benefits that digital marketing offers is that it is possible to change metrics, audiences, objectives and much more with just a click, so it would not mean a big loss for the company to take immediate action if needed. If after a few months the results are not meeting the expectations, modifications should be made. At this point, it is important to mention that patience is an ally, and sometimes positive results do not magically appear.

It would be of great value to modernize the tools that the company has at the moment. If the tools and the technical equipment are improved, time and workflow would be optimised.

4.2   Evaluation of the thesis process and one's own learning

The author, in general, enjoyed the process of writing the thesis. The most challenging part for him was to start writing it. Once he started, the rhythm and the flow of writing was smooth and productive. He had some expertise in the marketing environment, given that he worked before in some advertising agencies. For him, it was comforting to be able to write the thesis mixing his two fields of expertise: Hospitality and Marketing. It was the first time that the author used the SOSTAC model plan, and hopefully will not be the last one. The fact of having worked in the restaurant as a waiter was an advantage for the author, allowing him to know the company well from the inside and its needs, potentials and opportunities.

The thesis supervisor has always shown his best predisposition towards the author's thesis. The supervisor was always able to help and giving quality and relevant comments which added a lot of value to the final product. He was really enthusiastic about the case, and even offered to be contacted at any moment, if something unexpected happened or through a moment of crisis. Despite not having the ideal time to develop the thesis, the supervisor and the author showed a great capacity for working together.

Finally, the author claims that he is satisfied with the final result and the whole process of these last 3 years of hard work, facing new challenges, accepting them and succeeding. He feels very thankful to the University. He wants to explicitly thank all the teachers, classmates, friends and family who accompanied him on this valuable and unforgettable journey.

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Appendices

Appendix 1. Feedback survey

Feedback form for guests at Petiscaria

1- How did you discover us? Rate from 1 (Poor Value) to 5 (Great Value).

☐ I was just walking through the kauppahalli
☐ Word of mouth
☐ I saw an online ad
☐ A friend recommended it to me.
☐ Other:
Comments: _____

2- How would you rate our food? Rate from 1 (Poor Value) to 5 (Great Value).

Comments:_____

3- What do you think about the range of options on our menu? Rate from 1 (Poor Value) to 5 (Great Value).

Comments:_____

4- How was the service during your visit? Rate from 1 (Poor Value) to 5 (Great Value).

Comments:_____

5- Did the food come out fast enough? Yes/No
Comments:_____

6- How was the service during your visit? Rate from 1 (Poor Value) to 5 (Great Value).
Comments:_____

7- Would you recommend Petiscaria?: Yes/No
Comments:_____

Appendix 2. eBook developed by the author

E- BOOK

Our best recipes

Welcome to our delicious world

Tervetuloa herkulliseen maailmaamme

Bem vindo ao nosso delicioso mundo

ARROZ MARISCO
KATKARAPU AÇORDA

Ainekset

LIEMI

-800 gr pakastekatkarapuja
(kuorien kera)
-50 ml auringonkukkaöljyä
-1l vettä
-50 ml valkoviiniä

KATKARAPU AÇORDA

-500 ml lientä
-800 gr raakoja katkarapuja
-500 gr leipää
-100 gr sipulia
-4 kananmunan keltuaista
-50 ml oliiviöljyä
-10 gr valkosipulia
-10 gr suolaa
-10 gr korianteria
-Valkopippuria maun mukaan
-1 Piri-Piri

FOR THE SHRIMP RICE

-600 ml lientä
-500 gr raakoja
katkarapuja
-120 ml puuroriisiä
 ("carolino")
-50 gr sipulia
-40 ml oliiviöljyä
-10 gr valkosipulia
-10 gr suolaa
-10 gr korianteria
-Valkopippuria
maun mukaan
-1 Piri-Piri
-15 gr paprikatahnaa

Valmistusohje

#1 LIEMI

1- Pisaraakaan ei mene hukkaan.

2- Puumenna auringonkukkaöljy
ja lisää hitaasti katkaravun päät
ja kuoret kuumaan öljyyn.

3- Kun päät ja kuoret ovat paistuneet, lisää
valkoviini
ja anna haihtua.

4- Lisää 1 litra siitä vedestä, jossa
katkaravut sulatettiin ja kuorittiin. Anna
kiehua kunnes nesteestä haihtuu puolet.

5- Hienonna tehosekoittimella katkaravun
kuoret ja päät.

6- Siivilöi ja laita talteen.

## #2 KATKARAPU AÇORDA

1- Leikkaa leipä pieniksi paloiksi.

2- Lisää leivänpalat samaan astiaan missä
katkaravun kuoret ja päät paistettiin (älä
pese pannua). Lisää myös liemi.

3- Kuullota sipuli oliiviöljyssä ja anna
ruskistua. Lisää valkosipuli ja katkaravut.
Peitä kannella ja käännä levy pois päältä.

4- Lisää leipä katkarapujen sekaan. Lisää
suolaa, pippuria ja piri-piri.

5- Lisää korianteri ja tarvittaessa lisää
suolaa ja pippuria.

6- Lisää kananmunan keltuaiset yksi
kerrallaan (tai vaihtoehtoisesti vasta
tarjoiltaessa suoraan lautaselle).

7- Annostele açorda lautaselle
ja tarjoile.

8- Ripottele korianteria päälle.

#3 KATKARAPURIISI

(Huom! Pakasta etukäteen 100 ml lientä.)

1- Paista katkarapuja oliiviöljyssä (40ml)
n. 2 minuutin ajan.

2- Poimi katkaravut talteen.

3- Lisää sipuli ja valkosipuli ja ruskista,
varo ettei pala.

4- Lisää riisi ja anna rasvan imeytyä riisiin.
Lisää 500ml kuumaa lientä. Kiehauta.

5- Anna kiehua 8 minuuttia ja lisää sitten
paprikatahna. Anna kiehua
ja maista.

6- Kun riisi on kypsä, lisää katkaravut
ja korianteri.

7- Lisää 100ml pakastettua lientä
ja tarjoile.
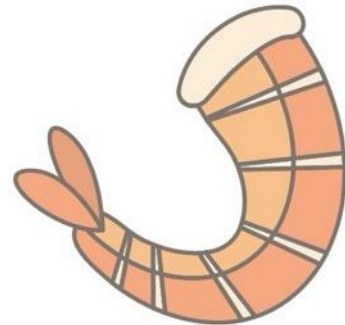
BOM APETITE!

BOLINHOS DE BACALHAU COM ARROZ FEIJÃO
TURSKAPALLOT JA PAPURIISI

Papuriisi

Ainekset

LIEMI

-1l vettä, jossa turska keitettiin
-1 porkkana
-½ purjo (ainoastaan valkoiset osat)
-Persiljaa
-Pippuria
-1 laakerinlehti

RIISI

-4 rkl neitsytoliiviöljyä
-1 keskikokoinen sipuli, hienonnettuna
-2 valkosipulinkynttä, hienonnettuna
-200 g valkoisia tai punaisia esikeitettyjä papuja
-1 laakerinlehti
-300 g puuroriisiä
(tai muu pyöreäjyväinen riisi, esim. arborio-riisi)
-Persiljaa, hienonnettuna
-Piri-Piri kastiketta
(halutessa)

Valmistusohje

#1 LIEMI

1- Lisää kattilaan 1L vettä, mausta suolalla ja pippurilla.

2- Lisää porkkana, laakerinlehti, purjo sekä persilja.

3- Anna kiehua 10 minuuttia kannen alla.

4- Siivilöi liemi talteen (650ml kuumana ja 100ml pakastimeen).
Riisin valmistus
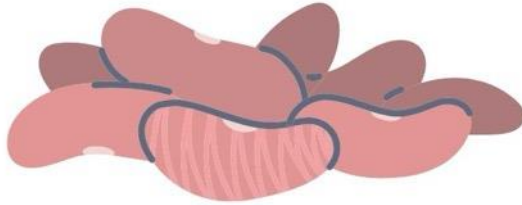
#2 RIISI

1- Kuumenna oliiviöljy kattilassa.

2- Lisää valkosipuli, sipuli ja laakerinlehti.

3- Sekoita ja kuullota.

4- Kun sipuli alkaa kuullottua/ruskistua, lisää pavut, sekoita ja anna paistua 3-5 minuuttia.

5- Lisää riisi ja anna öljyn imeytyä sekoittamalla muutaman minuutin ajan.

6- Kun seos on kuuma, lisää 650ml kuumaa lientä ja mausta suolalla.

7- Keitä keskilämmöllä kannen alla 11 minuuttia.

8- Lisää jäätynyt liemi (pakastimesta) ja sekoita.

9- Lisää persilja, sekoita ja tarjoile.

Turskapallot

Ainekset

-600 gr turskaa
-800 gr perunoita
-80 gr sipulia
-5 kananmunaa
-Persiljaa
-Valkosipulia
-Mustapippuria
-Suolaa
-Pippuria

Valmistusohje
Turskapallot

#1 KUIVATTU TURSKA

1- Liota suola turskasta. Vaihda liotusvedet kunnes suolapitoisuus on sopiva.

2- Kuori perunat ja keitä samassa kattilassa liotetun turskan kanssa. Huomaa, että tästä keitinvedestä tulisi ottaa 1L talteen riisilientä varten.

3- Poimi turska pois kattilasta 5 minuutin keittämisen jälkeen.

4- Anna perunoiden keittyä kaikkiaan 20 minuuttia.

5- Anna turskan jäähtyä ja hienonna se sitten keittiöpyyhkeen avulla. Aseta turska keskelle pyyhettä. Taita pyyhe turskan päälle ja hankaa kunnes turska on hienonnettu.

6- Poimi perunat vedestä, siivilöi ja kuivaa ne kunnolla. Tämä on tärkeä vaihe.

7- Murskaa perunat haarukalla kunnes niistä tulee muusia.

8- Kuullota ja ruskista pannulla oliiviöljyssä hienonnettu sipuli ja valkosipuli, n. 1 minuutti keskilämmöllä.

9- Lisää hienonnettu turska pannulle ja laita levy pois päältä.

10- Sekoita perunamuussiin ensin persilja ja sitten yksitellen kananmunat, ja sekoita tasaiseksi.

11- Anna jäähtyä

12- Muotoile joko palloiksi tai quenelle-muotoon (perinteinen).

13- Friteeraa pallot keskilämmöllä öljyssä kunnes ovat kullanruskeita.

#2 TUOREESTA TURSKASTA

1- Kuori perunat ja keitä vedessä 20 minuuttia

2- Poimi perunat vedestä, siivilöi ja kuivaa ne kunnolla. Tämä on tärkeä vaihe.

3- Murskaa perunat haarukalla kunnes niistä tulee muusia.

4- Kuullota ja ruskista pannulla oliiviöljyssä hienonnettu sipuli ja valkosipuli, n. 1 minuutti keskilämmöllä.

5- Lisää pannulle hienonnettu turska ja paista n. 2 minuuttia.

6- Sekoita ja laita levy pois päältä.

7- Sekoita perunamuussiin turska ja persilja ja sitten yksitellen kananmunat, ja sekoita tasaiseksi. Mausta tarvittaessa suolalla ja pippurilla.

8- Anna jäähtyä.

9- Muotoile joko palloiksi tai quenelle-muotoon (perinteinen).

10- Friteeraa pallot keskilämmöllä öljyssä kunnes ovat kullanruskeita.
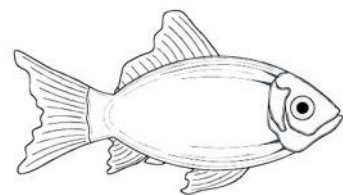
BOM APETITE!

CREME DE COENTROS
KORIANTERIKEITTO

Ainekset

-100 gr korianteria
-2 rkl oliiviöljyä
-1 sipuli, lohkoina
-½ kg perunoita, kuutioina (keskikokoisia)
-1l kasvislientä
-Suolaa
-Pippuria
-Paistettua pekonia

Valmistusohje

1- Lämmitä oliiviöljy pannulla.

2- Lisää sipuli ja ruskista.

3- Lisää perunakuutiot.

4- Anna perunan "hikoilla" n. 2-3 minuuttia.

5- Lisää kasvisliemi.

6- Anna kiehua kunnes perunat on kypsiä (n. 20 minuuttia).

7- Siirrä kattila levyltä ja survo.

8- Anna keiton kiehua vielä n. 2 minuuttia.

9- Pilko korianteri, lisää keittoon ja survo uudelleen.

10- Sirottele päälle paistettua sipulia.

CROQUETES DE CARNE COM ARROZ DE TOMATE
LIHAKROKETTI JA TOMAATTIRIISI

Tomaattiriisi

Ainekset

LIEMI

-1l vettä
-1 porkkana
-½ purjo (ainoastaan valkoinen osa)
-Persiljaa
-Pippuria
-1 laakerinlehti

RIISI

-4 rkl neitsytoliiviöljyä
-1 keskikokoinen sipuli, hienonnettuna
-2 valkosipulinkynttä, hienonnettuna
-390g kuorittuja tomaatteja
-1 laakerinlehti
-300g puuroriisiä (tai muu pyöreäjyväinen riisi, esim. arborio-riisi)
-Persiljaa, hienonnettuna
-Piri-Piri kastiketta (halutessa)

Valmistusohje

#1 LIEMI

1- Lisää kattilaan 1L vettä, mausta suolalla ja pippurilla

2- Lisää porkkana, laakerinlehti, purjo sekä persilja

3- Anna kiehua 10 minuuttia

4- Siivilöi liemi talteen (600ml kuumana ja 100ml pakastimeen)

#2 RIISI

1- Kuumenna olviiöljy kattilassa

2- Lisää valkosipuli, sipuli ja laakerinlehti.

3- Sekoita ja kuullota.

4- Kun sipuli alkaa ruskistua, lisää tomaatti, sekoita ja anna paistua 5-10 minuuttia.

5- Lisää riisi ja anna öljyn imeytyä sekoittamalla muutaman minuutin ajan.

6- Kun seos on kuuma, lisää 650ml kuumaa lientä ja mausta suolalla.

7- Keitä keskilämmöllä kannen alla 11 minuuttia.

8- Lisää jäätynyt liemi (pakastimesta) ja sekoita.

9- Lisää persilja, sekoita ja tarjoile.

Lihakroketti

Ainakset

-350gr jauhelihaa
-20gr + 60gr voita
-80gr jauhoja
-60gr chorizo makkaraa
-1 keskikokoinen sipuli, hienonnettu
-200ml maitoa
-1 valkosipulinkynsi
-1 laakerinlehti
-2 kananmunaa
-500 gr korppujauhoja
-Suolaa
-Pippuria

Valmistusohje

#1 KROKETTI

1- Lisää friteerauslaitteeseen 20g voita, laakerinlehti sekä chorizo.

2- Sekoita ja friteeraa.

3- Lisää jauheliha ja mausta suolalla ja pippurilla.

4- Kun liha on paistunut, lisää hienonnettu persilja.

5- Poista laakerinlehti ja sulje friteerauslaite.

6- Lisää 60gr voita kattilaan ja kuullota sipuli, älä ruskista.

7- Lisää jauhot ja sekoita.

8- Lisää maito.

9- Mausta suolalla ja pippurilla.

10- Lisää liha ja sekoita kunnes seos irtoaa kattilan pohjasta.

11- Anna jäähtyä.

12- Muotoile kroketit ja käytä jauhossa.

13- Käytä kroketit sitten kananmunassa.

14- Ja käytä lopuksi korppujauhossa.

15- Friteeraa/paista kroketit kummaltakin puolelta.

16- Kuivaa talouspaperilla.

BOM APETITE!

PORTUGAL

PATANISCAS
TURSKAKAKKU

Ainekset

- 300 gr suolaamatonta "pulled" turskaa, ilman ihoa ja ruotoja
- 1 sipuli, hienonnettuna
- 2 kananmunaa
- 10 cl olutta
- Jauhoja tarpeen mukaan
- suolaa
- öljyä
- 1 punaineN
- paprika(halutessa)

Valmistusohje

1- Sekoita kaikki ainekset paitsi turska.

2- Sekoita kunnes seos on tasapaksuinen.

3- Lisää turska ja sekoita.

4- Lämmitä öljy pannulla.

5- Lisää pieniä määriä seosta pannulle ja paista.

FRANCESINHA
PIENI RANSKALAINEN NAINEN

Ainekset

PERINTEINEN KASTIKE

-100 ml vettä
-130 gr paseerattua tomaattia
-100 ml olutta
-100 gr chorizo makkaraa, hienonnettuna
-25 ml Worcesterkastiketta
-25 ml viskiä
-25 ml of "aguardente" eli paloviinaa/pontikkaa
-150g katkarapukreemiä
-100g lihakreemiä
-1 gr / 1 tl kuivattua sipulirouhetta
-2 piri piriä
-1 laakerinlehti
-1 kananmuna (halutessa)

LEIVÄ

-1 porsaan pihvi
-50g (nakki) makkaraa
-50g linguíça makkaraa
-30g (voileipä) kinkkua tai vastaavaa
-100g juustoa ohuina viipaleina
-2 leivänpalaa (esim. valkoista paahtoleipää)

Valmistusohje

#1 KASTIKE

1- Sekoita kaikki ainekset kattilassa ja keitä kunnes puolet nesteestä on haihtunut.

2- Hienonna tehosekoittimella ja siivilöi tarvittaessa.

3- Leikkaa linguíça makkara sekä (nakki) makkara pituussuunnassa halki ja paista.

4- Paista samalla pannulla (makkaran rasvassa) porsaan pihvi.

5- Kokoa makkarat, pihvi sekä kinkkuleike leivänpalojen väliin

6- Peitä leipä kokonaan juustoviipaleilla

7- Lämmitä leipää uunissa kunnes juusto on sulanut

8- Kaada kastike kuumana päälle ja tarjoile

(**halutessa**: lisää paistettu kananmuna leivän päälle ennen kastiketta)

MIKÄ FRANCESINHA ON?

FRANCESINHA ON ERÄÄNLAINEN PETISCO (VÄLIPALA) JOKA ON PERÄISIN PORTOSTA. FRANCESINHA KOOSTUU KAHDESTA LEIVÄNPALASTA, JONKA VÄLIIN KOOTAAN LIHA, MAKKAROITA, JUUSTOA JA LEIKEMAKKARAA.

FRANCESINHA PEITETÄÄN JUUSTOLLA JA TARJOILLAAN PAKSUN, MAUSTEISEN KASTIKKEEN KERA.

DANIEL DAVID SILVA MUUTTI RANSKAAN JA HAKI INSPIRAATIOTA ERÄÄSTÄ RANSKAN TUNNETUIMMASTA VÄLIPALASTA CROQUE-MONSIEUR, JONKA POHJALTA HÄN LOI FRANCESINHAN.

HÄN SOPEUTTI MAKUMAAILMAA JA AINEKSIA PORTOLAISTEN MIELTYMYKSIIN PALATESSAAN TÖIHIN PORTOON RAVINTOLA REGALEIRAAN. KUULUISA KASTIKE, JOKA ON FRANCESINHAN YDIN, ON SILVAN KÄSIALAA. KASTIKKEEN HAPPAMUUTEEN JA MAKEUTEEN VOI VAIKUTTAA MUUNTELEMALLA VALITTUJA ALKOHOLIJUOMIA SEKÄ NIIDEN MÄÄRIÄ.

JOKAISELLA RAVINTOLALLA PORTOSSA ON OMA HERKULLINEN KASTIKKEENSA, JONKA KOOSTUMUSTA PIDETÄÄN SUKUPOLVIEN YLI SALASSA. VAIKKA KASTIKE ONKIN TÄMÄN HERKUN YDIN, MYÖS LIHAN LAATU VAIKUTTAA RATKAISEVASTI.

Ainekset

#1 KATKARAPUKREEMI

-500 gr pakastekatkarapuja
(kuorien kanssa, n. 150g kuoria)
-1l vettä
-50 ml valkoviiniä
-150gr katkaravun kuoria
-30 ml auringonkukkaöljyä
-20g jauhoja

#2 LIHAKREEMI

-100gr lihaa
-30ml auringonkukkaöljyä
-20gr jauhoja
-50ml valkoviiniä
-15ml Worcesterkastiketta
-1l vettä

Valmistusohje

#1 KATKARAPUKREEMI

1- Sulata katkaravut kylmässä vedessä. Kuori sulatetut katkaravut astian yllä jotta pisaraakaan ei mene hukkaan.

2- Kuumenna auringonkukkaöljy ja lisää hitaasti katkaravun päät ja kuoret kuumaan öljyyn.

3- Kun päät ja kuoret ovat paistuneet, lisää valkoviini ja anna haihtua.

4- Lisää välittömästi jauhot sakeuttaaksesi seos.

5- Lisää 1 litra siitä vedestä, jossa katkaravut sulatettiin ja kuorittiin. Anna kiehua kunnes nesteestä haihtuu puolet.

6- Hienonna tehosekoittimella katkaravun kuoret ja päät.

7- Siivilöi ja laita talteen.

#2 LIHAKREEMI

1- Leikkaa mahdollisimman paljon rasvaa lihasta.

2- Kuumenna auringonkukkaöljy pannulla ja paista lihaa kunnes se ruskistuu ja karamellisoituu.

3- Kun liha on paistettu, lisää valkoviini ja anna haihtua.

4- Lisää välittömästi jauhot sakeuttaaksesi seos.

5- Lisää 1L vettä tai kasvislientä.

6- Anna kiehua 10 minuuttia tai kunnes seoksesta on haihtunut puolet.

7- Hienonna seos tehosekoittimella.

8- Siivilöi ja laita talteen.

MOLOTOF
MOLOTOV (VANUKAS)

Ainekset

-175gr sokeria
-100 ml vettä
-8 kananmunan valkuaisia
-8 rkl sokeria
-1 tl vaniljaa

Valmistusohje

#1 KARAMELLI

1- Sekoita vesi ja sokeri kakkuvuoassa kunnes sokeri liukenee.

2- Aseta vuoka hellalle ja hella täydelle teholle. Kun karamelli muuttuu kultaisen väriseksi, kytke hella pois päältä ja levitä karamelli tasaisesti toiseen vuokaan.

3- Laita talteen.

#2 VANUKAS

1- Esilämmitä uuni 180°C.

2- Aseta uuniin matala vesiastia (vesihaude) jossa vanukas valmistetaan.

3- Vaahdota kananmunan valkuaiset.

4- Lisää sokeri pikkuhiljaa ja vatkaa jokaisen lisäyksen välissä.

5- Lisää vanilja ja jatkaa vatkaamista kunnes muodostuu vahva marenki.

6- Siirrä marenki karamellilla vuorattuun vuokaan.

7- Aseta vuoka vesihauteeseen ja paista 20 minuuttia 180°C.

8- Laita uuni pois päältä, mutta jätä vanukas uuniin vielä 30 minuutiksi.

9- Ota vanukas uunista ja anna jäähtyä.

10- Aseta lautanen vuoan päälle ja käännä.

11- Nosta vuoka erittäin hitaasti vanukkaan päältä.

PUDIM ABADE DE PRISCOS
ABADE DE PRISCOS VANUKAS

Ainekset

VANUKAS

-400gr sokeria
-50gr pekonia,
hienonnettuna
-15 kananmunan keltuaista
-5dl vettä
-1 pieni kuppi Portviiniä
-1 sitruunankuori
-1 kanelitanko

KARAMELLI

-250gr sokeria
-190 ml vettä

Valmistusohje

#1 VANUKAS

1- Esilämmitä uuni 250°C asteeseen.

2- Aseta uuniin matala vesiastia (vesihaude) jossa vanukas valmistetaan.

3- Kiehauta vesi ja keitä sokeri, sitruunankuori, kanelitanko sekä pekoni.

4- Anna kiehua kunnes seos vastaa koostumukseltaan "ponto de fio" (105°C) eli sokeriliemi tai ohut nuora.

5- Poimi kattilasta pekoni, kanelitanko sekä sitruunankuori ja anna jäähtyä.

6- Sekoita kananmunan keltuaiset ja portviini.

7- Lisää kananmunaseos sokeriliemeen.

8- Valmista karamelli ja vuoraa vuoka karamellilla.

9- Lisää seos vuokaan ja peitä kannella.

10- Aseta vuoka vesihauteeseen ja paista tunnin ajan 250°C.

11- Irrota vanukas vuoasta ja tarjoile kylmänä.

BANHO MARIA

VESIHAUDETTA KÄYTETÄÄN JOTTA SAADAAN HITAASTI LÄMMITETTYÄ SISEMMÄN ASTIAN SISÄLTÖ. ULOMPI ASTIA SISÄLTÄÄ KIEHUVAA VETTÄ. TÄTÄ TEKNIIKKAA KÄYTETÄÄN MYÖS TIETEELLISISSÄ LABORATORIOISSA. PORTUGALINKIELINEN NIMI "BANHO MARIA" JUONTAA JUURENSA KUULUISAAN JUUTALAISEEN ALKEMISTIIN, JOKA KERTOMAN MUKAAN ON MIRJAM, MOOSEKSEN SISAR. VESIHAUDE TAKAA ETTÄ KIEHUMISPISTE EI YLITÄ 100°C. VESIHAUDETTA KÄYTETÄÄN NIISSÄ TILANTEISSA, JOISSA LÄMMITYSPROSESSIN ON TÄRKEÄÄ OLLA HALLITTU. MUUTOIN LÄMMITETTÄVÄN AINESOSAN VÄRI TAI TEKSTUURI SAATTAA MUUTTUA.

BOM APETITE!

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Appendix 3. Wall board – Digital Marketing Plan