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Instagram Content and Marketing Development

Case Study Restaurant Merimesta

DEGREE PROGRAMME IN INTERNATIONAL TOURISM
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<p>This project-based thesis focuses on the content of Instagram account for Restaurant Merimesta in Pori and its marketing development. This thesis project's goal was to generate visual content, a content plan, and a marketing strategy for Merimesta's Instagram account. The goal was to make the Merimesta Instagram account user-friendly by providing credible and easily accessible information. The major goals were to produce Instagram content and use that marketing to advertise Merimesta services, present the image of the restaurant, and raise account activity and follower count.</p> <p>Starting with gastronomy tourism destination and moving on to social marketing tactics and how they may be used on the Instagram platform, the theoretical portion of the presentation was given. The theoretical portion involved a thorough examination of social media marketing tactics and potential tool utilization analysis. As a result, social media marketing was thoroughly researched for use in restaurants. Along with it, data on the growth of Instagram marketing and content was obtained. Finally, the project implementation included the entirety of the theoretical component.</p> <p>The Merimesta content and marketing prospects were examined in the empirical part. As a result, two major areas on which to concentrate while developing content and marketing for an Instagram account were identified. On the basis of that, the development strategy that was put into practice during a three-month period was created. The quantifiable outcomes of the project were analyzed, and suggestions for further improvement were made.</p> <p>The findings of the project concluded that users should focus more on social media sites, find their own niches, and plan their posting schedules. The Instagram account for a restaurant should offer a welcoming tone, accurate information, and high-quality visuals.</p>		
Keywords Social Media, Instagram, Content Planning, Gastronomy Tourism, Social Media Marketing		

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1 INTRODUCTION

Gastronomy tourism is a subset of cultural tourism that includes lodging, culinary schools, tours, restaurants, attractions, and farmer markets. Gastronomy is the study of the relationship between food and culture. (Boonparkob, 2019.) As a result, the focus of this project thesis will be on restaurants as a gastronomy tourism destinations. The purpose of this paper is to investigate restaurants as food tourism destinations and how they can be applied to Instagram content and marketing. Therefore, the right to apply the theory in practice comes after the theory study.

Why is Instagram so popular, and how can a business benefit from having a well-developed Instagram account? The Instagram platform is very vast nowadays and it is used not only for own life experience publication but also for blogs and business, making the Instagram platform strong in marketing (Johnson, 2020). A good marketing strategy develops Instagram accounts for companies, raises product interest, and builds new cooperation opportunities (Website of Campaign Monitor, 2021).

Nowadays many companies attracted to tourism are using Instagram as a marketing tool to attract more customers and find cooperation partners. In many cases, an Instagram account helps in finding needed information. It can show more information to a potential customer because of the information shared by the Instagram account of the company, and the feedback from other users who are sharing their experience with the given Instagram account. (Bolchinova, 2020.)

However, this project-based thesis will delve deeper into the previously mentioned topics. The thesis research task topicality in the tourism industry shows Instagram as ahead of the trends in the 21st century. This project-based thesis focuses on Instagram content and marketing development. The purpose of this paper is to provide an insight of gastronomy tourism and its potential marketing strategies in Instagram platform and use them in practice.

2 PURPOSE AND OBJECTIVES

This project-based thesis was commissioned by the dining establishment Merimesta. The upscale Merimesta restaurant is situated in the Pori village of Reposaari, Finland, right on the seashore. At the very tip of the peninsula of Reposaari, a 30-minute journey from Pori takes through the well-known Yyteri sandy beach and through picturesque scenery with fishing boats and windmills. The restaurant offers a fine à la carte menu on weekdays and a lavish buffet on weekends. During the summer busiest season, a renowned buffet is offered every day. Every dish is prepared with top-quality, fresh ingredients. In sea cuisine recipes, fish harvested in the local waterways is prioritized. (Website of Merimesta, 2022.)

Restaurant Merimesta offers many other opportunities, such as gift card sales, catering, and restaurant reservations for larger events (Website of Merimesta, 2022). Restaurant Merimesta updates their information on their website and Facebook account, but their Instagram account, @ravintolamerimesta, was not properly used. Therefore, Merimesta faces challenges with the content and marketing of its Instagram account, development of which lacks, due to insufficient knowledge. The usability of the Instagram platform in marketing is significant. The latest reports show that Instagram has 1.393 billion active users every month and compared to the previous years it is possible to define that Instagram is a rapidly growing platform in the world (Wise, 2022). According to the Merimesta owner Susanna Sävel (personal communication on May 11, 2022), the goal of developing the @ravintolamerimesta Instagram content and marketing is to represent the image of the restaurant and thus promote the restaurant services. The aim is to promote food and reservations for larger events at Merimesta via said Instagram account.

The primary emphasis on @ravintolamerimesta Instagram content and marketing creation will be on free opportunities for promotion, collaboration, and follower growth. During the project's implementation, free promoting opportunities on the Instagram platform - such as hashtags and collaborations with other accounts or platforms - will be prioritized. The primary goal of this thesis project is to represent the @ravintolamerimesta Instagram account as a user-friendly social media account with easily

accessible Merimesta information. The primary focus should remain on creating @ravintolamerimesta content that reflects the Merimesta brand and promotes the restaurant's services. Additionally, the implementation of the thesis project is based on the theoretical framework illustrated in Figure 1.

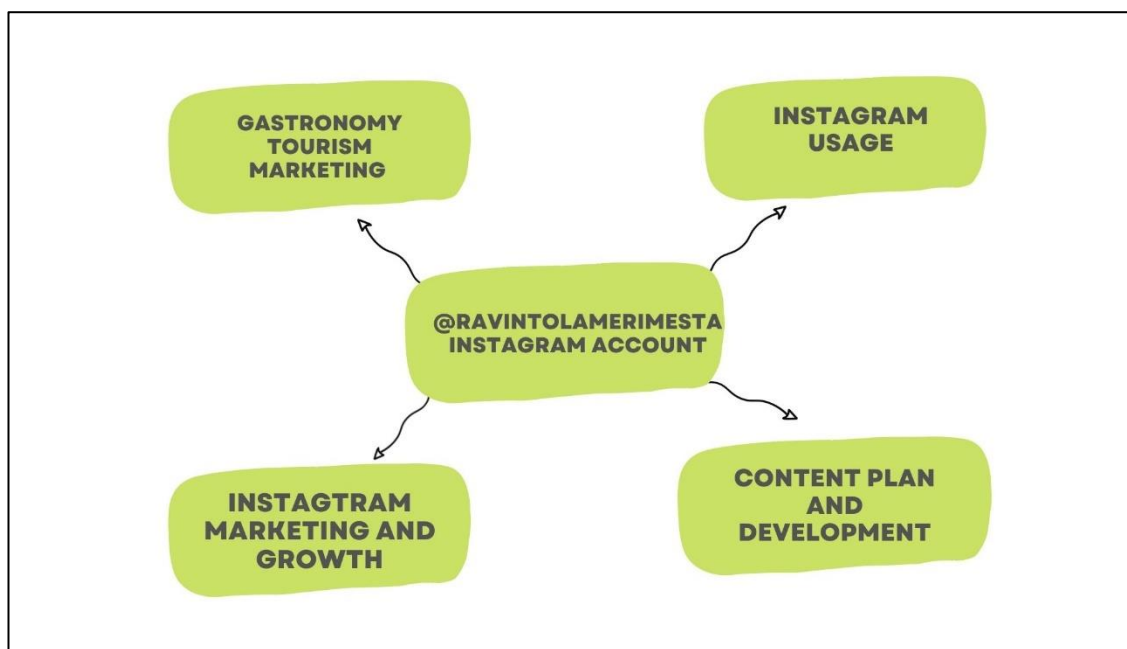


Figure 1. Conceptual framework for a project-based thesis

This thesis project's conceptual framework, depicted in Figure 1, was researched, and studied further. The theoretical framework was used in the project's implementation after it had been thoroughly studied and researched. The primary focus of project implementation was visual material development, content development and marketing for @ravintolamerimesta, and Instagram insights. At the conclusion of the thesis implementation, the data were measured, analyzed, and recommendations were made.

3 GASTRONOMY TOURISM

Any tourism activity that involves learning about, enjoying, or eating branded local culinary resources is referred to as gastronomic tourism (Everett, 2016, 11). Gastronomy tourism is also known as food tourism or culinary tourism. It refers to any action that involves bringing people, places, and time together through the use of food. Gastronomy tourism gives the taste of the touristic place. (Stanley, 2015, 3–4.) In other words, gastronomic tourism is an intentional and introspective connection with any culture, including one's own cuisine origins. Culinary tourism revenue includes both trips purely for culinary purposes and trips where culinary activities are present but are not the primary reason for the trip. (Everett, 2016, 11.)

There are two types of firms in the gastronomy tourism industry: primary providers and secondary providers. The primary providers are enterprises that are food destinations. They are the main reason why tourists are visiting the region. The secondary providers are establishments that provide food along the way and lodging establishments that serve breakfast but are not part of the core objective. (Stanley, 2015, 156–157.) Food tourism include an increasing interest in buying local products, eating street food, meeting producers, and experiencing culturally distinct cuisine, in addition to high-end culinary experiences (Everett, 2016, 16).

Gastronomy tourism can benefit destinations. To begin, places can use gastronomy tourism to improve rural tourism and the local farm economy. If a location has culinary resources, they may be easily tapped into to develop food trails, festivals, and a gastronomy tourism destination image. The gastronomy can be integrated into another attraction, such as a large event, and therefore become a component of the tourism package. (Robinson et al., 2011, 234.)

Therefore, the restaurant industry is facing tremendous transformations. It is also one of the most fast paced, with businesses coming and going and food trends shifting on a regular basis. 'Authentic' cuisine is what visitors seek, that is restaurants that specialize in regional specialties and customs. (Stanley, 2015, 157.) Because of communal nature, food plays a significant part in discussions about taste. Mealtimes are

frequently the focal purpose of social events and reunions. The meal choices, how they are presented, served, consumed will show a lot about a culture and group fit. (Hjalager & Richards, 2002, 9.) Basic restaurants are excluded from the category of food tourism (Stanley, 2015, 157).

3.1 Gastronomy tourism motivation

A need or scenario that motivates a tourist to act – in the case of tourism motivation, is to take a vacation holiday that will most likely satisfy the aforementioned need or condition (Robinson et al., 2011, 39). However, according to Hjalager & Richards, (2002, 37 – 41) there are four gastronomy tourism motivators: physical, cultural, interpersonal, status and prestige that are demonstrated and defined in Table 1.

Table 1. Gastronomy tourism motivators (Hjalager & Richards, 2002, 37 – 41)

Motivation	Description
Physical	Tourists select a travel destination to improve their health. When it comes to selecting the next holiday destination, a change in diet or the consumption of healthy foods has a significant effect.
Cultural	Study tourism destination culture by using the local foods. Many gourmet travelers believe that eating is the best method to learn about another country's culture because the taste of the meal may help you comprehend the locals.
Interpersonal	Encourage travelers to participate in social activities. Food is used as a topic to interact with other people and communicate their own opinion about a food.
Status and prestige	Tourists choose their destinations based on the status and reputation of the food available. It could also be their own prestige or status location, which they choose and return to time and time again to sample the cuisine.

According to Hjalager & Richards (2002) food is the most essential driving force behind tourism; visitors are always eager to try the different delicacies available in their selected location. As seen in Table 1, physical activity is primarily intended to involve eating, though it includes other characteristics. However, social media has a big influence on body image; individuals stick to tight diets and exercise routines in order to maintain ideal body standards, which are considered as a push factor for physical motivation. Therefore, cultural motivation has the biggest impact on gastronomy tourism where people study the culture by its taste. The main idea of it is to try the local food and get that needed place experience (Stanley, 2015, 160). Many lonely travelers are driven to meet new people by choosing food as the main topic of conversation. Interpersonal incentive is commonly chosen when meeting new people through food, where one may express one's own opinion about the dish. Finally, regarding motivation, the status and prestige of an establishment is a driving element in the success of restaurants, where tourists pick restaurants with well-known chefs or because of their brand popularity. (Hjalager & Richards, 2002, 37 – 41.)

3.2 Gastronomy tourism marketing

According to Stanley (2015, 181), the Unique Selling Proposition (USP) is one of the main aspect every business should have to be successful. It is important for the business to have USP to define the main points of the company in order to sell it to the potential clientele. To distinguish out in gourmet tourism, USPs in drinks and food are developed (Everett, 2016, 136). Figure 2 explains and shows how the USP is created.

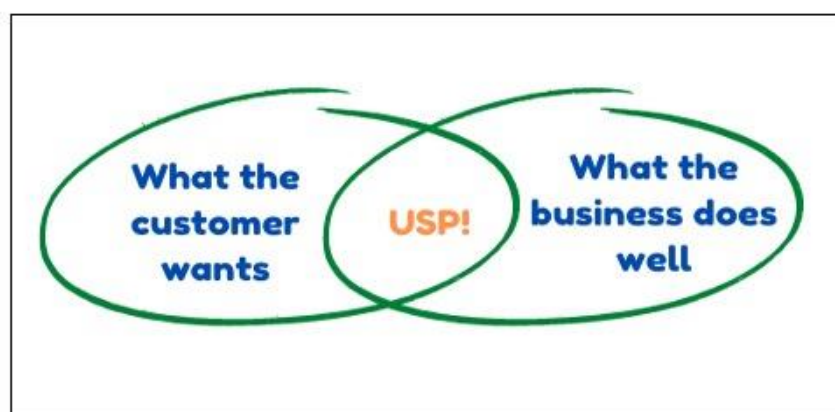


Figure 2. Unique Selling Proposition (Stanley, 2015)

As it shows on Figure 2, it is simple to build and describe a company's unique selling proposition. There is the need to define what customers want and the business opportunities. From these it is possible to define what the propositions are. The USP is also a strong feature also used in marketing strategy. Before creating a marketing strategy, the business should define the main USP that would be based on certain categories. The categories may be different, from the location, to food beverages that no other businesses in the region, for example, have. (Stanley, 2015, 181.) The USP for restaurants is usually a promoted and publicized dish. To advertise food and make it appealing to potential customers, high-quality photography is utilized to highlight the appeal of the item. (Everett, 2016, 136–137.)

Therefore, marketing is an important aspect for all businesses, to create interest in the goods of a company. There are many choices for marketing, but mainly the marketing channel is chosen for its format and how fast it works in society. A marketing strategy is needed to consider that quality is better than quantity. The aim is to get attention from the potential clientele with professional and qualified advertising. Before setting a choice on the marketing channel, the target consumers – their age, gender or income must be determined. (Stanley, 2015, 182.) Marketing carries in itself the destination image – which is important in social media marketing. Image affects the potential customers, and not only gastronomy tourists but also those not motivated to travel because of the food. (Hjalager & Richards, 2002, 44.)

According to Everett (2016, 143–145), branding is a very effective and powerful marketing tool for gastronomy tourism. Branding refers to a place's reputation that has been earned through hard work. A brand might be a name, a location, a term, a symbol, or a combination of these. The most common and efficient technique to create great branding is to convey a sense of historic roots and to project an image of the place traditions and nostalgia. It is vital to research the company's history and develop a theme, such as sustainability, culture, or religion, in order to attract client groups who are meant to be interested in the destination.

3.3 Finnish Food Tourism

Gastronomy tourism in Finland is based on the use of fresh, natural resources acquired directly from the country's rivers, fields, and woods (Website of VisitFinland, n.d.). Delicious restaurant meals, guided cookery, meals eaten in natural or culturally significant environments, gastronomic tourism trails and activities, public markets, specialized stores, and craft breweries, as well as any connected activities, are among the tourist interactions based on place and narrative. For the next six years, the culinary tourism strategy of Finland will be focused on developing it with current goods that are popular in the areas. The goal is to create an active food tourism network and to assist local restaurants that serve Finnish cuisine. (Website of BusinessFinland, 2020.)

In 2019, numerous partners collaborated to establish the new Finnish food tourism plan 2020–2028. The main task of the plan is to create food routes and combined goods for all main tourism areas in Finland, including Lapland, Lakeland, the Archipelago, and Helsinki. (Website of Hungry for Finland, 2019.) According to the Website of the City of Helsinki (2021), Helsinki's food tourism is booming because of notable restaurant reputations and businesses run by dedicated professionals. By improving the city's operational environment, Helsinki is investing in food tourism and assisting enterprises in the field. Businesses have the opportunity to develop and exhibit their innovation when the city is well-run and organized.

The goal of the eight-year Finnish food tourism plan is to develop gastronomic tourism with the country's top products, create product and food routes, promote tourism and food industry competitiveness, support quality improvement, improve the overall appearance of Finnish food, and build a local gastronomic network. (Website of Hungry for Finland, 2019.) The distinct feeling and flavor that Finnish nature imparts to the food is an experience that visitors to Finland should seek out (Dmitrijeva, 2021). Food tourism in Finland will continue to expand in the same manner as it has in the past – that is, naturally, sustainably, and locally. These are vital ingredients and key aspects in the development of gastronomy tourism. (Website of Hungry for Finland, 2019.)

4 SOCIAL MEDIA MARKETING

Social media is a rapidly expanding platform that continues to expand year after year. Social media is used by 4.62 billion individuals on the planet. The average amount of time spent on social media is 2 hours and 27 minutes. Social media is a way to manage the business and interact with consumers. (Chaffey, 2022.) Depending on the media used, the meaning of the media in the world can be described in a variety of ways. The media used might be mass media, which refers to communications that can reach a huge number of people. Personal media, which includes two-way contact methods such as the telephone or email. Social media includes both aspects, in social media some individual can have one or two individuals with whom they communicate, while others have millions of followers with whom they can communicate. (Tuten & Solomon, 2013, 4.) Therefore, social media is one facet of digital marketing, a platform that can be used to solve a variety of problems (Simplilearn, 2020). In general, social media is about interacting with others and communicating with them (Chan, 2012, 4). Generally, according to Tuten & Solomon (2013), social media comprises four zones that can be compared to one another to better understand how social media works. Figure 3 depicts the four social media zones.

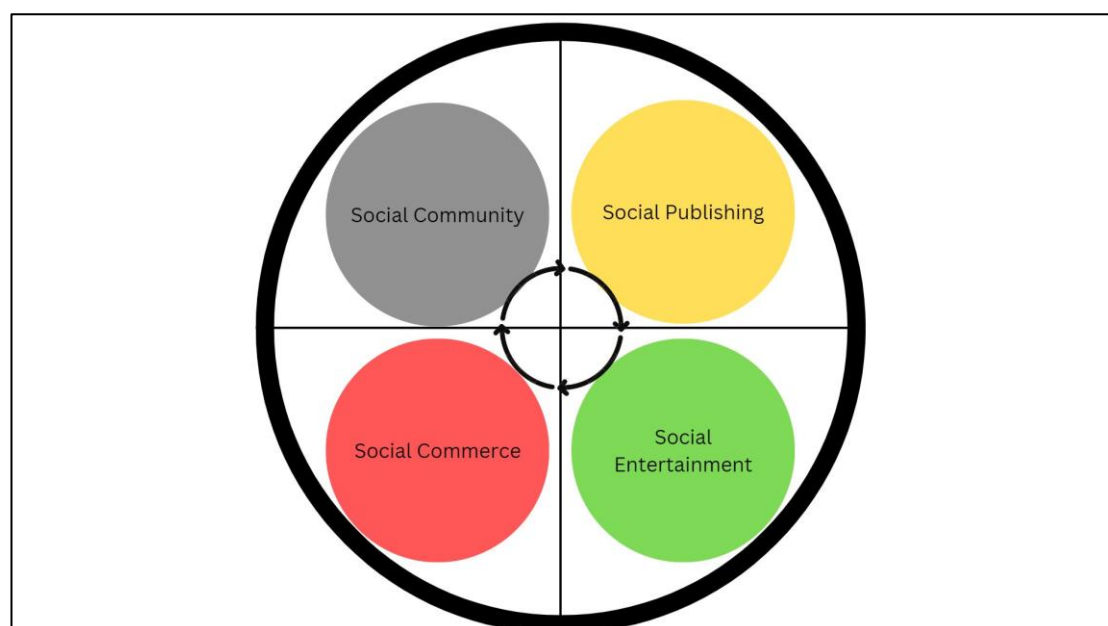


Figure 3. Social Media Zones (Tuten & Solomon, 2013)

As shown in Figure 3, all four zones are linked and collaborating with one another. The first zone is social communities, which refers to and describes a social media channel that focuses on user relationships as connection, following, collaboration, and communication. The second zone is social publishing, which is posting general information or content to social media and generating interest from the audience. The third zone is social entertainment, which includes channels that allow users to play games and take advantage of social media opportunities. Lastly, the fourth zone is Social Commerce, which encompasses online shopping as well as social media platform capabilities that aid in the sale of commodities. (Tuten & Solomon, 2013, 5–6.)

Customers, according to Kotler and Armstrong (2021), are the focus of marketing more than any other company activity. Marketing has two goals: to attract new customers by promising higher value and to keep and expand existing customers by providing value and satisfaction. Marketing is defined in terms of addressing client requirements rather than making a transaction.

According to Tuten & Solomon (2013, 33 – 35) social media marketing has three phases. The first phase is the trial phase, which entails adjusting to a new social media platform and determining how that platform can be used as a marketing tool. Many businesses skip this step because of new social media platform trends, which is incorrect. Many businesses face problems with social media marketing development since the platform has not been thoroughly examined. The transition phase is the second phase. The transition period is when social media marketing operations are still in their infancy but are becoming more methodical. During this phase, businesses determine what steps they should do next in order to begin attracting platform users. The strategic phase is the third phase. The strategic phase is when a formal plan for integrating social media marketing emerges, and a strategic social media marketing plan is established. The phase outlines the essential KPIs (key performance indicators) and components that should be used by the organization to attract platform users.

When a company decides which platform it will use for content development, social media marketing begins (Lok, 2019). The social media network offers four options to promote the required material. Image advertising is available on the platforms, which means that appealing visuals can be used to promote content. There are examples of

professional, fascinating, and innovative photography pieces that catch the attention of people while also promoting the content. The next step is to create text and publish ads that allow users to demonstrate their writing abilities. The writing post aids assist in gaining audience attention and making a more informed advertisement of the material. The third option is to use video advertisement, becoming increasingly popular these days. The videos may have a variety of favorable appearances and development options for displaying genuine, appealing content. The fourth option is lead advertisement, which allows users to subscribe to a content newsletter or receive notifications when new content is published. (Simplilearn, 2020.) According to Lok (2019), beginners should concentrate on one platform at a time in the beginning. Content production for a single social media network is more important than hopping from one platform to another.

4.1 Strategic planning and marketing plan

It's critical to know who the primary target market of a company is. A social media marketing plan begins when a company identifies its target customers, including their age, gender, geographical location, and the social media platform they use. The content creation will start after the strategy planning is done. (Platten, 2022.) Strategy planning starts from the vision of the marketplace and the needed goal (SME Strategy Consulting, 2017). Figure 4 shows all the steps of strategy planning.



Figure 4. Strategy Planning Process (SME Strategy Consulting, 2017).

Figure 4 depicts the strategic planning process: first, the vision of the needed mission and how to deal with it, then the target and goals that must be met, then the strategy, and finally the methods to achieve the marketing goal (SME Strategy Consulting, 2017). The process of determining how a company will compete in the marketplace is known as strategy planning. Getting strategy planning done is the best way to set the goal. Before taking any steps forward, the company must have a clear understanding of its mission and objectives. (Chan, 2012, 19.) Strategic planning is three-tiered, beginning at the corporate level, advancing to the business level, and finally to functional aspects of the firm, such as marketing. When the goals are established, the techniques for moving forward begin to emerge. The marketing plan emerges from all of this. (Tuten & Solomon, 2013, 29.)

A marketing strategy is a written document that outlines a company's product, distribution, pricing, and promotion plans. To achieve specified marketing objectives, a marketing plan is required. (Tuten & Solomon, 2013, 29.) The SWOT analysis is the greatest marketing planning technique since it helps to find the external and internal situations that are most appropriate for the company's future moves. (Chan, 2012, 19.) The SWOT analysis is also a good technique to utilize in a social media marketing strategy because it defines the company's external and internal goals. The business will figure out how to develop the greatest content for social media sites. (Tuten & Solomon, 2013, 37.) Table 2 demonstrates the SWOT analysis use and explains the internal and external origins.

Table 2. SWOT analysis matrix (Kotler et al., 2019, 88 – 92)

	Helpful	Harmful
Internal origin	<p>Strength</p> <ul style="list-style-type: none"> • What is the business good at? • What does the business do better than other companies? 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Where is the business performing poorly and what needs improvement?

<p>External origin</p>	<p>Opportunities</p> <ul style="list-style-type: none"> • What can be created for better sales or goals? 	<p>Threats</p> <ul style="list-style-type: none"> • What are the competitive advantages over the business? • What are the negative consequences of using opportunities?
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As depicted in Table 2, the SWOT analysis entails writing down and reviewing the company's strengths, weaknesses, opportunities, and threats – essentially, a little brainstorming session before making any marketing strategy decisions. These elements aid in understanding the business's internal and external issues and opportunities, as well as taking the necessary steps forward and reducing the danger of failure (Chan, 2012, 19).

4.2 Content plan

A content plan is a monetary unit in a social group, according to the content. Essentially stated, content is information, thoughts, taglines, guidance, trend photographs, artwork, or photos from one's personal social life that is shared on social media. (Tuten & Solomon, 2013, 122.) Content usually contains unique details about something that other users could find interesting to read and follow. To develop the necessary material, a content plan needs to be made along with conducting a small brainstorming session to choose the ideal objectives. The objectives for creating a content plan should be for whom and why the material will be developed. It is necessary to develop a unique grouping so that the material is valuable to followers. (Coles, 2014, 18 – 19.) The social media material must be consistent with the company's marketing plan; the goals are usually the same, and the direction is similar to what was described in chapter 4.1.

The development of trustworthy information material should be a top goal for content creation. Consumers and social media users will respond positively to trustworthy

material. (Barry, 2014, 5.) When a firm operates, it must have a content theme that is dependent on the day, event, or other categories that the company chooses. The next stage is to figure out what motivates users or followers to share the material that is created. It could be the emotional aspect, the trigger component, or the social currency aspect that motivates followers to share the company's content. (Coles, 2014, 22 – 23.)

According to Moriuchi (2019, 2 – 10), consumer-driven content is something that businesses use when creating overall content for social media marketing. Consumer motivations such as information seeking, or entertainment can be used to create the necessary company social media content. The audience of social media platforms, however, is one of the crucial factors that must be monitored while creating content, according to Newberry (2022). However, as shown in Table 3, social media users are also classified.

Table 3. User classification on social media (Moriuchi, 2019, 22 – 24)

Social Stars	Audience with a high level of social media engagement with brands or companies.
Social Snackers	Audience in the middle of the road who uses social media mildly.
Social Skippers	Audience of inactive social media users

Overall, as shown in Table 3, social media users have categorized standards that brands, or companies may use in the development of social media content. When social media platform users actively engage with a company or brand, they are referred to as social stars, and the company or brand incorporates social media into their business. As a result, if a brand or company has a social snackers audience, the brand or company should improve their social media. However, if a brand has an inactive audience, it should start thinking about new ways to generate the necessary interest on social media by utilizing other platforms. (Moriuchi, 2019, 22 – 24.)

Therefore, content planning and creation is a rapidly evolving system with numerous new development opportunities. According to Newberry (2022), the content creation must include trend research, goal setting, photography and videography, video editing, and graphic design according to the chosen social media platform.

5 INSTAGRAM

According to Website of Statista (2022), Instagram is a Facebook-owned social networking site that has been rebranded Meta. Instagram is used as a social media tool for sharing photography's and videos. The app set a new milestone of two billion active platform users worldwide in December 2021. After Facebook, YouTube, and WhatsApp, Instagram is the fourth most popular social networking platform. Users between the ages of 25 and 34 make up the majority of the user base, while users between the ages of 18 and 24 make up the majority of their followers. Men use Instagram the most, accounting for 51.6 percent of all users globally.

A platform unique feature is that it is a very simple social media network to use on phones, and it was designed as a phone application. It simplifies the usability of Instagram for many of its users. (Miles, 2014, 11.) The app provides a fantastic opportunity for individuals to follow their favorite companies, celebrities, or friends. Aside from owning a social media presence, it is also feasible to develop a marketing strategy that will bring fame or even money. (Forsey, 2022.) It demonstrates that Instagram users who have built a brand, shop, blog, or other innovative marketing options on the network are pleased to be followed by people from all over the world (Gotter, 2021).

5.1 Instagram marketing

Instagram as a marketing tool is the practice of leveraging the social media platform to raise brand awareness and promote new items. Instagram allows to personalize the brand and communicate with potential customers. (Gotter, 2021.) In general, Instagram provides several options for businesses, organizations, freelancers, and ordinary people who wish to share their lives. Others select whether or not to pay for the platform once they have decided to earn on it. (Website of Instagram Business, 2022.)

To expand a brand's audience and prospective clients, there are a range of free and paid techniques for promoting an Instagram account. However, paid advertisements, also known as Instagram ADS, are the most effective and quick to produce results;

there is no need to invest a lot of time - simply pay Instagram, for example, and the platform will do the rest (Website of Instagram Business b., 2022). Commercials in public places, commercials on blogger accounts, competitions, targeted advertising, and stock exchange advertising are all examples of sponsored promotions. These are options that can be utilized all at once or selected one at a time if it is the best option. (Uvarova, 2018, 126.) Therefore, Cooperation and collaboration may also be used as a marketing promotion tactic, depending on whether the promotion is paid or free. If a made basic brand, like as a restaurant, wants to create its own Instagram account, and use it as a marketing tool, it would be sufficient to partner with companies in the same sector or at least within the same region. (Uvarova, 2018, 126 – 130.) The possibilities for sharing information on Instagram are enormous. In today's world, Instagram has created a variety of tools for sharing content with existing and future followers. Reels, tales, shopping, branded content, and more – these are all chances for new freelancers or companies to provide their own unique ideas for content creation and marketing promotion. (Website of Instagram Business, 2022.)

Before implementing a marketing strategy, the account should be moved to the business or creator profile, based on the company or product account goals. (Martin, 2022). Therefore, when it comes to social media marketing, content is crucial. It is possible to obtain required content development objectives when the strategy process and marketing plan have been completed. However, content creation necessitates the development of a strategy that demonstrates the best aspects of social media marketing. (Chan, 2012, 58 – 60.) According to Miles (2014) to differentiate the Instagram service, there are four marketing tactics that can be implemented. The first step is to create or position a brand that reflects the marketing ideals of a company in terms of service. The second step is to share the story of the brand. It is important to inform the audience about the history of the company so that consumers understand what sets it apart. The third stage is to determine the attributes of the company that can be shared visibly so that potential clients may comprehend the company's theme. The fourth stage is to describe the service, for example, if a client has an issue that the organization can fix.

Promotion is a superb functioning approach when it comes to marketing chances. As previously mentioned, Instagram offers both free and paid promotion options (Uvarova, 2018, 126). However, the focus of this thesis is more on the free content

marketing strategies that may be used on the Instagram platform. According to McCormick (2022), it is vital to utilize high-quality photographs, constantly upload Instagram stories, employ highlights, collaborate with Instagram influencers, create Reels and always use hashtags for free content marketing. Therefore, it is essential to market the Instagram account through emailing, individual website, or other social media platforms - this kind of advertising will help to get the account noticeable and achieve the required audition.

5.2 Instagram content development

When starting an Instagram account, it is important to think about a few minor details. It is necessary to keep in mind to run the Instagram account like a company account that has relevant information. There must be potentiality in the creation process, as well as belief in what will be generated. (Pendle, 2020, 10 – 11.) Instagram content is the overall image of the person or company image that is presented. When creating Instagram content, it is important to consider what needs to be shown and what attraction is expected from it. To be successful and reachable the Instagram business profile needs to introduce itself by showing the bio and highlighting the strength of the company. (Website of Instagram Business, 2022.) Instagram also offers three types of profiles: personal, business, and creator. It is appropriate for businesses to use business accounts to connect their customers with the business. (Adrian, 2021a.)

According to Uvarova (2018) if a business wants to make their Instagram profile look interesting, they need to follow three special rules for content creation. The first rule is to keep the information on the profile unique and interesting to attract potential customers. The second rule is to keep posting systematically, figure out how often new posts should be added on Instagram. The third rule is to be truthful on an Instagram profile. The information that is given on an Instagram business profile has to be reliable.

However, it is also crucial to have a visually appealing Instagram account feed and content. It is essential to recognize the personality of the company brand and integrate it with visual identity. Colors are an essential feature, thus, by creating and using a

color palette a brand can make itself recognizable on Instagram. It is also advisable to use the same style while generating Instagram stories or feed posts. Style and colors should be picked in similar patterns and carried forward. (Geysler, 2022.) Many Instagram pattern ideas that may be used for free have been made and developed to help with better Instagram content creation. Figure 5 shows various design possibilities for Instagram account feeds.

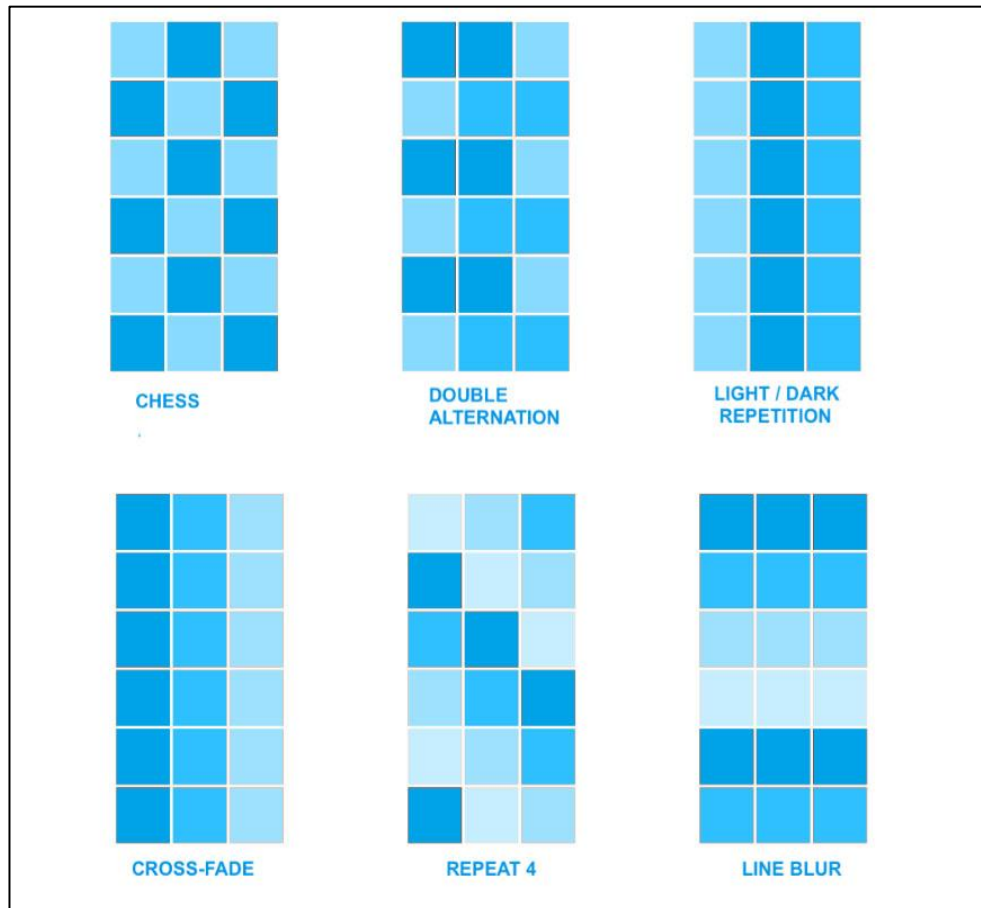


Figure 5. Instagram feed pattern ideas (Gomez, 2021)

Figure 5 shows some of the options for combining visual content for an Instagram feed to boost aesthetic appeal. When potential followers visit a company Instagram account, the feed pattern used helps to provide a favorable initial impression. The way the shadows and colors of the brand are mixed in the pattern will assist followers learn what to anticipate from the Instagram account. Finally, pattern ideas allow users to represent a company or brand and differentiate out from the competitors. (Keenan, 2021.)

When the content strategy is completed and the colors of the brand or company profile are set, it is time to pick or produce the necessary visual material. Therefore, the content of an Instagram profile forms the image of the place. It is a motivator for the potential clientele for visits. That is why it is also important to use good quality photographs when creating Instagram content. Photographies often tell more than the story or information. Therefore, visual information is easier to gather for the clientele and is more attractive to followers. (Uvarova, 2018, 48 – 49.) There are fundamental guidelines for producing visual content for an Instagram account, according to Sehl (2019). When producing visual content, it is crucial to use natural light and make the topic of the image clear and basic. Therefore, when taking a shot, it is important to remember the rule of thirds. Last but not least, as previously indicated, one must confirm the colors that the photograph requires and confirm that the contrast of the visual material is sufficient for subsequent editing. It is important to remember not to overedit visual content and keep it looking more realistic.

Nevertheless, there are some systematic opportunities for visual material posting by different Instagram features that could be implemented. It is necessary to expand that audience while also keeping the account potentially active and interesting for new followers. (Adrian, 2021b.) The basic Instagram defined features and their approximate schedules are shown in Table 4.

Table 4. Instagram Features Definitions and Posting Schedule (Adrian, 2021b)

Feature	Definition	Schedule
Feed	Photo or video material posted in feed.	Three to five times per week
Stories	Video and photo material post that is seen for 24 hours.	Daily
Highlights	Video and photo material collection that was posted in stories.	Regular update
Live	Video stream online with maximum time of 1 hour.	One time per week

IGTV	At least one-minute-long video.	One time per week
Reels	15- or 90-seconds long video	Four to seven times per week
Guide	Posts, location, and goods collection	One time per week

The approximate scheduling to features in Table 4 does not apply to all business accounts. There is a need to define one's own style and desires from an Instagram account, as well as schedule one's own way of posting. (Adrian, 2021b.)

5.3 Increasing engagement

According to Chen (2021), hashtags may assist everyone, no matter what their aims are. It is possible to use hashtags to get account discovered and exposed, increase audience participation, assess rivals, and investigate content. Table 5 demonstrates different types of hashtags that can be used, depending on the goal of the account.

Table 5. Hashtag groups and definition (Chen, 2021)

Types of hashtags	What does it mean?
Product and brand hashtags	The branded hashtag of a company or product that is promoted on Instagram platform.
Hashtags used in campaigns	Companies that conduct Instagram campaigns use campaign hashtags so that followers may use the same hashtag to promote the account and be a part of it.
Themed hashtags	Hashtags of national days, for example, that many people are following or celebrating, might draw attention to a certain topic. The hashtags may be humorous and relevant to the product or service of the account.
Hashtags for communities and industries	Hashtags that are already popular and have a large number of followers. The account connects itself with the industry or community, discovers the most popular

	community hashtag, and begins to tag it in the post feed or stories.
Daily hashtags	Hashtags that begin with the day of the week. May be utilized on a daily basis in the business or product account. These hashtags cover a wide range of specialist topics, so any firm account may select or create their own.
Location hashtags	The location of a corporation or product. It might be the hashtag for a city, country, province, or neighborhood. This method of hashtagging may attract the attention of the desired audience.
Trend hashtags	Toughest hashtags that require comprehension and knowledge of current Instagram trends and how they might be used in corporate account branding or production. Because trends come and go, it is not practical to utilize these hashtags all of the time.
Ironic hashtags	Many corporate Instagram accounts do not use humor hashtags. These hashtags may be important if the brand account uses sarcastic humor that may be followed and tagged in feed posts or stories.
Hashtags that are prohibited	Hashtags that are banned by Instagram. It is possible to search for forbidden hashtags; if the search does not return any results, the hashtag is banned. Banned hashtags are often ones that are rude or spammy.

According to Chen (2021), before employing any of the hashtag groups shown in Table 5, it is essential to search for one's own brand or product specialty that may be combined with the hashtags. Research and hashtag analysis may assist each account in identifying required hashtag groupings for future account marketing strategy. The hashtag system is the oldest and most popular method of being noticed and attracting the attention of the public. The hashtag may be used to find the desired image and account. It is possible to make one's own brand name a hashtag, which potential followers will look for on Instagram. Hashtag is a live link that is promoted each time it is linked or searched. (Uvarova, 2018, 76 – 77.) Therefore, the hashtag tool may

display social support from other accounts; in certain circumstances, social hash-tagging creates a trend, which leads to additional views and followers (Olafson, 2021).

It is feasible to apply practical strategy as an Instagram giveaway strategy to attract more followers and increase interest in the Instagram account. The Instagram giveaway strategy that is demonstrated in Figure 6 can promote community interaction and attract new followers. (Demeku, 2021.) As a result, the giveaway technique improves relationships with followers, promotes a brand or brand product, and encourages followers to connect more with the company or brand (Schaffer, 2022).

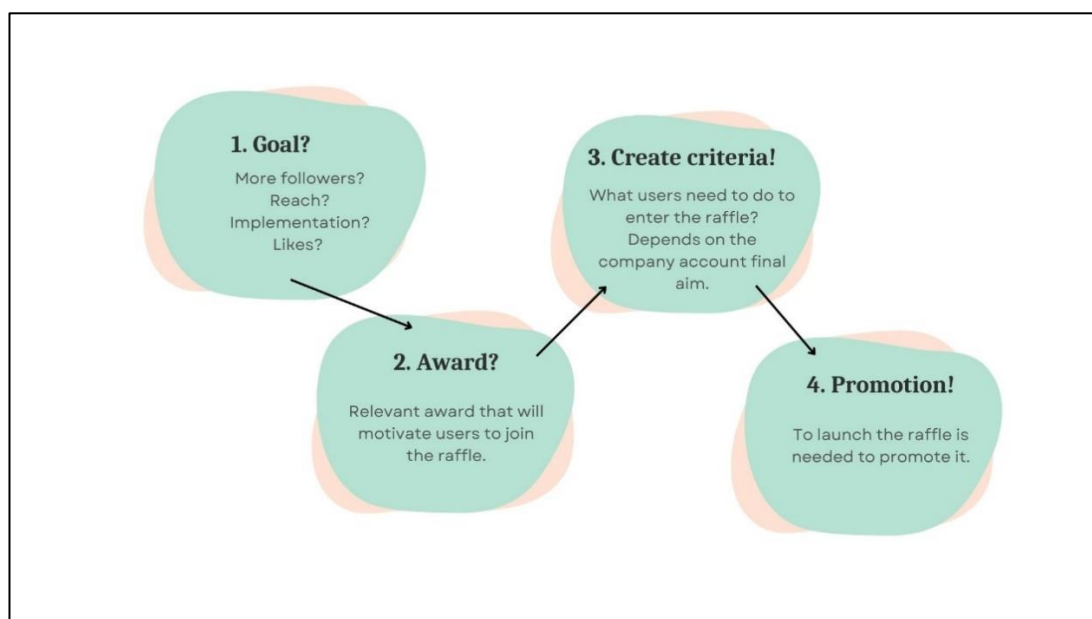


Figure 6. Instagram raffle tactic (Demeku, 2021)

As shown in Figure 6, the Instagram giveaway strategy incorporates the choice of the organization's ultimate objective. By doing so, it will be possible to determine the prize that will be appropriate and encourage consumers to play the game. It's essential to provide users with the entry criteria for giveaways in order to make the raffle more enjoyable, engaging, and beneficial to the end goals of the company. (Demeku, 2021.) The Instagram features that were previously demonstrated in Table 4 should be used to promote the Instagram giveaway.

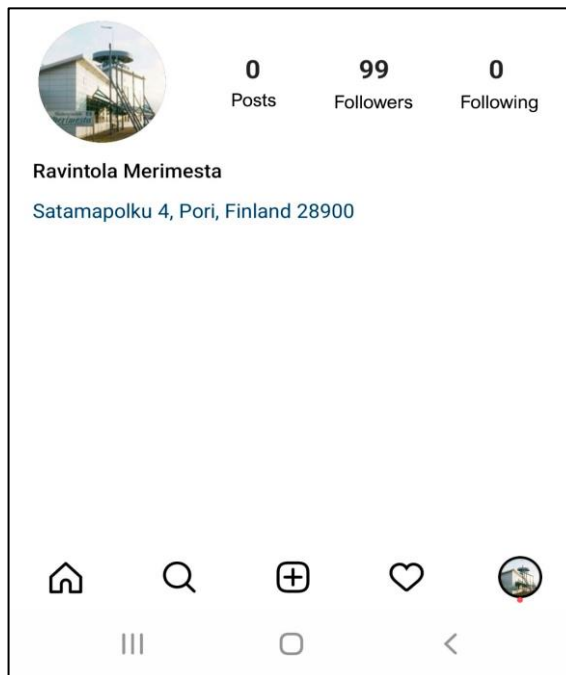
6 DEFINITION OF THE PROJECT

A project-based thesis is defined as a workplace development assignment that tries to create, provide guidance for, enhance, and plan practical actions that will eventually lead to the establishment of new operational procedures for products and services, as well as new working practices. This thesis format combines theoretical and practical work; the theoretical portion presents the research topic or question while the practical section focuses on the development plan and its outcomes. (HAMK, 2018, 3 – 8.) The focus of this thesis is developing media content for an Instagram account, along with marketing strategies. Chapters 6 and 7 further discuss how the thesis project's implementation of the @ravintolamerimesta Instagram content and marketing development takes place over three months from May 11 to August 8, 2022.

Since the @ravintolamerimesta Instagram account was created from the scratch, it was necessary to investigate Merimesta's perspectives on Instagram marketing and content. It was vital to visit Merimesta's website to view all of the products the restaurant offers, to communicate personally with the owner and customers, to investigate the Merimesta Facebook page, and to begin producing media content.

6.1 Profile analysis

Analyzing the official look of the @ravintolamerimesta Instagram account, which may be seen in Picture 1, is crucial first. On June 16, 2017, the individual Instagram account was established. The account had 99 followers at the start of the project's development despite the fact that Instagram had been founded but had not been used effectively. The restaurant's phone number, hours of operation, and the official website URL were not included on the Instagram account. False geographical information on the Instagram account might make it difficult for new potential customers to find it. (Instagram, 2022.)



Picture 1. @ravintolamerimesta Instagram account (Instagram, 2022)

As observed in Picture 1, the entire analysis cannot be completed due to a lack of @ravintolamerimesta Instagram material because the Instagram account was not utilized or active until the start of the project development. Because of this, the project will be developed with a greater emphasis on the growth of Instagram marketing and content, as well as an analysis of how the @ravintolamerimesta Instagram account transformed and became valuable.

6.2 Restaurant Merimesta analyzes

As it was mentioned previously the @ravintolamerimesta account was not developed and was not active on the Instagram platform. To get a necessary idea from where to start creating an Instagram account, it was necessary to use USP, as explained in Chapter 3. Asking diners what they want to see on the @ravintolamerimesta account and examining what the restaurant does well were both crucial to get knowledge about consumer needs. The aspect data in Figure 7 is utilized to help generate distinctive selling propositions for Instagram content creation. Since the thesis author was working as a waitress at Merimesta during the development of the project, gathering

information was not an issue because it was done by asking the customers directly. The benefits of the restaurant Merimesta were examined directly with the restaurant owner or during the work shifts of the author of the thesis. Figure 7 displays data that was gathered over the course of one week, from May 11 to May 18, 2022, from direct communication with diners and owners as well as an internal analysis of restaurant operations conducted by the author of the thesis.

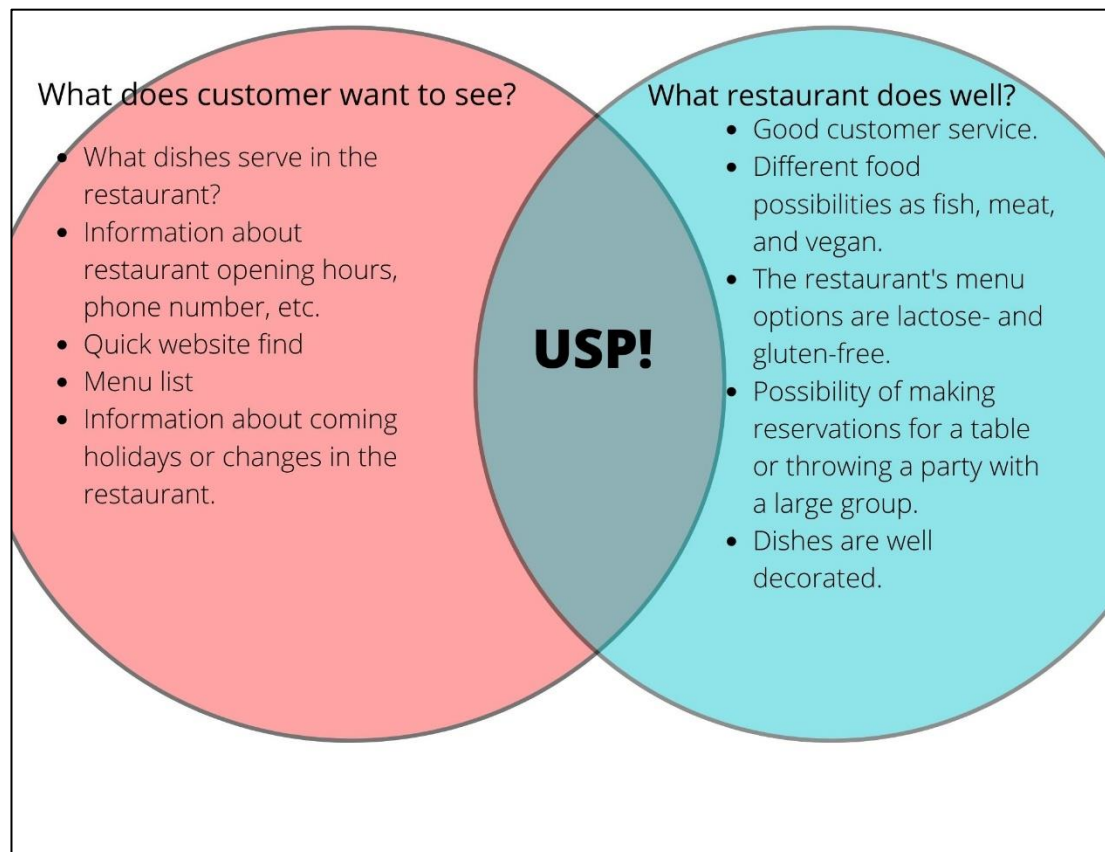


Figure 7. Unique Selling Proposition of Restaurant Merimesta.

As seen on Figure 7, diners would like to see quick, accurate information about what restaurant Merimesta is offering, starting with what the food looks like and concluding with additional selling propositions, according to personal owner communications with the restaurant customers. Personal conversations with clients gave rise to the thought that it would be fascinating to see the @ravintolamerimesta account staff members do tasks like waitressing and cooking during a shift.

Internal analysis that is shown in Figure 7, of the author during a work shift, gave a result about the restaurant menu possibilities that every single client can get different

dish options. Due to the dishes at Merimesta being completely free of lactose and gluten, a lot of diners with allergies are attracted to the establishment. Additionally, all meals were well crafted and aesthetically garnished, making them suitable for professional photography and pleasing to clients. The knowledge that Merimesta has the option to make table reservations, which are quite popular during the busy season, was obtained via a personal chat with the restaurant's owner. Merimesta also offers for sale real estate with catering opportunities. One of the restaurant's most crucial offers is the sale of catering and space for large groups, which Merimesta wishes to focus on during the slow months. The summer season is thought to be the quickest one, lasting roughly from the beginning of July to the beginning of August, according to information obtained via direct conversation with the founder of Merimesta. The Merimesta owner wants to provide additional catering and rooms for large groups because the restaurant is busy during the summer but begins to slow down in the middle of August. Information on customer satisfaction with customer service was gathered from Google searches of Merimesta customer reviews (Google LLC, 1998). Working within Merimesta, the author of the thesis personally obtained the data from the personnel that clients value good customer service.

Furthermore, the use of a SWOT analysis was a great tool for the @ravintolamerimesta Instagram to use in order to find help in searching for the positive sides of the restaurant that may be used within the Instagram marketing strategy and content development. Chapter 4 mentioned the expanded SWOT analysis explanation. The SWOT analysis (Table 6) will assist in identifying Restaurant Merimesta S - Strength and W - Weakness as well as O - Opportunities and T - Threats.

Table 6. SWOT analysis of @ravintolamerimesta Instagram Content and Marketing development.

<p>S</p> <ul style="list-style-type: none"> - Delicious and visually pleasing cuisine that can be photographed and attract people. - Catering and renting out space opportunity. Whenever, and in a variety of situations. - Gift card selling for different occasions.
--

- Very popular Facebook page that has been active and has about 4,688 followers.
- The breath-taking views from the restaurant's seaside position.
- Excellent customer service that attracts customers to visit the restaurant again.
- The official Merimesta website is excellent and has a wealth of data.
- From the interior, the restaurant is clean and attractive.

W

- Seasonal employment, which implies that Merimesta only has a significant number of customers during the summer.
- Merimesta is closed from January to February, which makes it difficult to gain audition for the @ravintolamerimesta Instagram account during that time and keep the account active.
- The @ravintolamerimesta Instagram account was never developed and remained non-active on the Instagram platform. Content and marketing needed to be created from the zero.
- Lack of media materials (videos, photos) that may be used in @ravintolamerimesta account.

O

- The ability to sell through Instagram promotion for restaurant space and catering during closed season.
- Creating the necessary images with a professional camera to draw in new prospective Instagram followers.
- Numerous opportunities to use the Merimesta location, cuisine, personnel, and products for sale in the creation of Instagram content and promotion.
- Use Finnish and English text beneath posted photographs to draw in an international audience.
- Display to the followers of @ravintolamerimesta Instagram how the restaurant's staff members are working.
- Cooperation with Merimesta Facebook page to gain @ravintolameriesta Instagram followers.

- Cooperation with clients that may share their visits in the Instagram story and tag @ravintolamerimesta.
- Making an Instagram hashtag that might become popular.
- Creating marketing campaign to increase followers and @ravintolamerimesta activity.

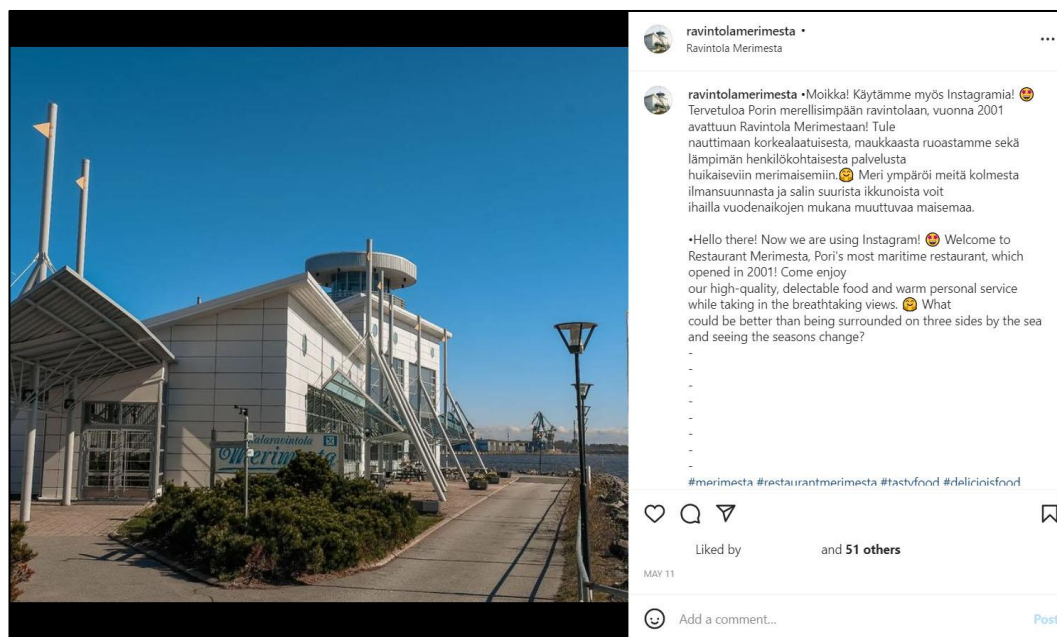
T

- Due to closing season @ravintolamerimesta Instagram can lose followers and account activity.
- Because of the huge amount of Merimesta Facebook followers may be a threat that people will not want to follow the @ravintolamerimesta Instagram account.
- Due to the fact that @ravintolamerimesta's Instagram marketing won't be paid for, it will be challenging to attract an audience through unpaid Instagram advertising chances.
- Marketing campaign can give low results due to unpaid advertising in Instagram.

Merimesta has potential to develop the @ravintolamerimesta Instagram account and marketing plan as a result of the SWOT analysis in Table 6. The two most crucial aspects that must be prioritized are restaurant well-being and product sales. In order to gather the necessary information about the establishment, location, and restaurant services, the @ravintolamerimesta account needs to draw in current and potential consumers. The off-season times of year, when there are less clients, are mostly where Merimesta has difficulties. Opportunities mostly relate to what can be done and produced throughout the project's execution in terms of Instagram content and promotion. Opportunities may also result in the threads that were addressed previously in Table 6.

7 IMPLEMENTATION OF THE PROJECT

The visit to the Merimesta Restaurant on May 11, 2022, as anticipated and indicated in Chapter 6, marked the beginning of the project implementation. The creation of media content was the first action taken. The personal camera of the author of the thesis, a Nikon D7500, was used to create the photographic material, often with the AF-S NIKKOR 85mm 1.1.8 G lens. The Samsung Galaxy A72 smartphone of the author of the thesis was used to shoot video footage for the @ravintolamerimesta Instagram account. Picture 2 shows that on May 11, 2022, the first photo was posted to the @ravintolamerimesta account. The purpose of doing so was to verify the level of engagement among @restaurantmerimesta followers and kick off account activity for upcoming postings.



Picture 2. @ravintolamerimesta first feed post of the restaurant building.

Prior to the @ravintolamerimesta feed post, the company's official website was examined to determine the selling items and the language style. In order to appeal to a wide audience and make it simpler for foreign individuals who are already Merimesta customers to understand, the wording for the postings (Picture 2) was determined to be in Finnish and English as it was indicated in the SWOT analysis (Chapter 6). The first text that was used in feed post (Picture 2) was taken from the Merimesta official

website and translated to English. It was necessary to maintain the same atmosphere on @ravintolamerimesta Instagram as on its official website. As a result, the information on Instagram was updated (Picture 3) by adding the year that Merimesta was discovered, as well as its opening times, phone number, and official website. Additionally, the hashtag #visitmerimesta was established in an effort to possibly make it popular.



Picture 3. @ravintolamerimesta Instagram information

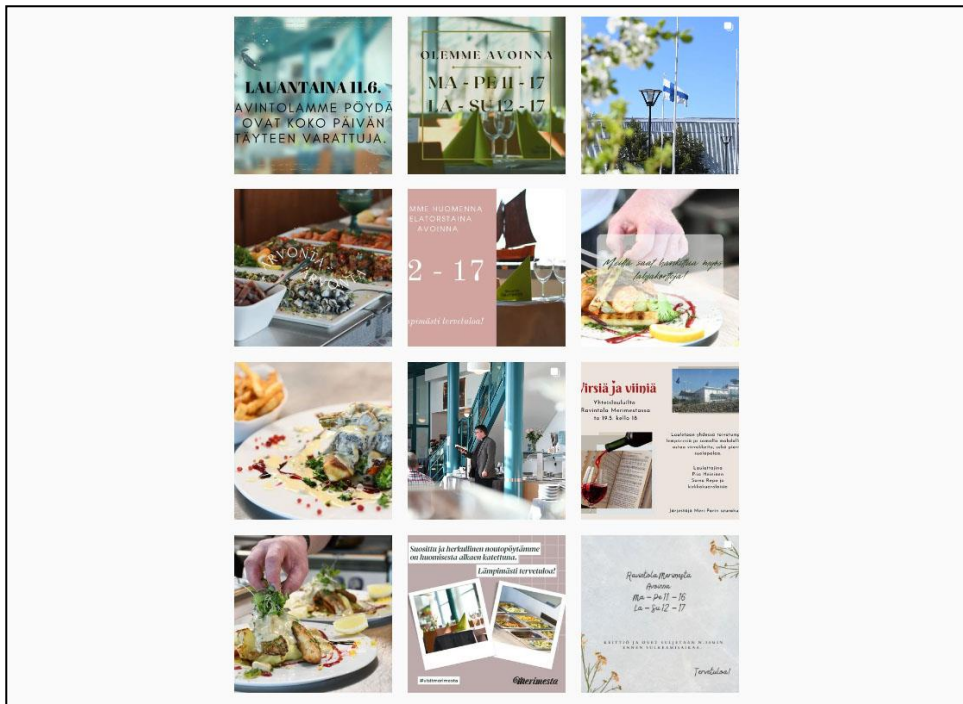
The Instagram information for @ravintolamerimesta (Picture 3) was designed so that potential customers would have necessary reliable information when visiting @ravintolamerimesta on Instagram. The rules provided in Chapter 5 were used to determine the creation approach in this manner. The working hour timing was deliberately adjusted when the restaurant was altering them to longer or shorter hours. Due to the seasonality described in Chapter 6 discussion of restaurant operating hours changes, it was required to create a feed post for @ravintolamerimesta so that it would appear in follower feeds. Figure 8 displays a few of the opening hour feed postings that were made while the project was being implemented.



Figure 8. Templates made using Canva

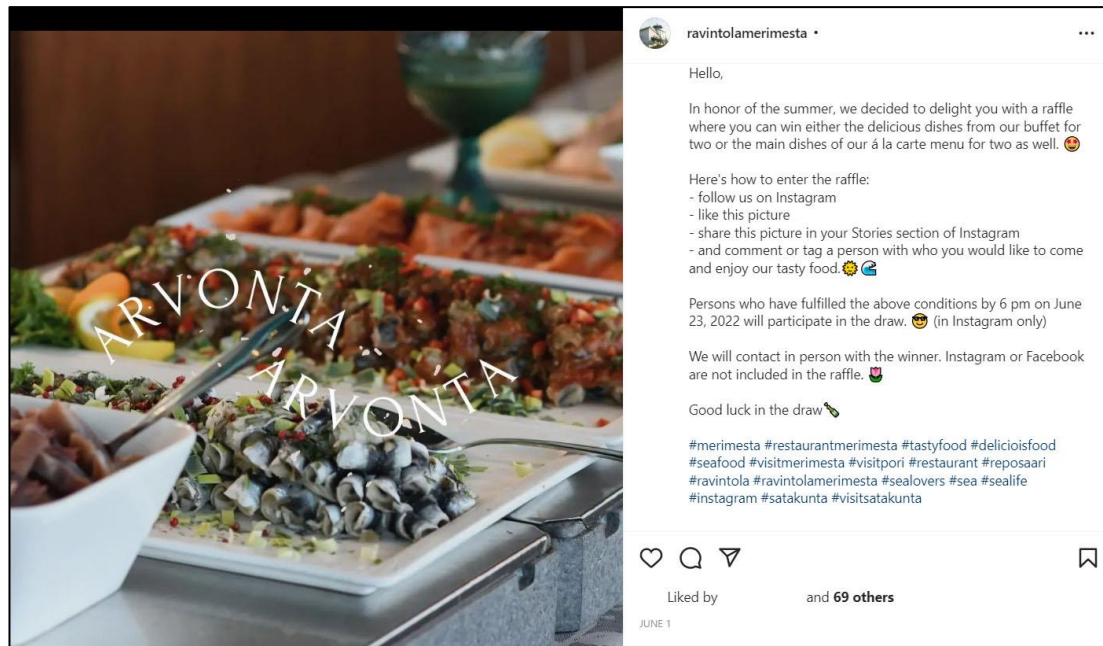
Canva, a free editing tool, was utilized to create the opening hour feed posts that are seen in Figure 8. The Canva platform was an excellent option for creating posts that required both artistic decoration and content. Furthermore, it was aimed to keep visual elements as close to their natural state as feasible by not using any picture processing software. It was important to maintain a natural and fresh appearance for upcoming Instagram postings after project implementation.

The time it required to gather the necessary visual materials for upcoming feed posts in @ravintolamerimesta Instagram was between May 11 and June 08, 2022, since it was previously indicated that there were no visual materials available when the project implementation first began. In order to maintain the @ravintolamerimesta Instagram account fresh and awake while creating visual materials, it was important to gradually add new @ravintolamerimesta feed posts. The @ravintolamerimesta Instagram account first appearance is not rational because there is no Instagram feed pattern employed or established, as seen in Picture 4, but it is necessary to illustrate that @ravintolamerimesta is kept active with posts and content.



Picture 4. The initial feed posting appearance of @ravintolamerimesta

The initial feed postings aided in determining what type of material is more appealing to the general public. The earliest appearances of @ravintolamerimesta feed postings were more or less diversified (Picture 4); based on the amount of likes beneath the feed posts, what @ravintolamerimesta followers are most interested in was found. As a result, @ravintolamerimesta feed postings regarding restaurant dishes and catering occurrences in Merimesta received the most likes. The outcome aided in determining what sort of publishing content the @ravintolamerimesta Instagram account should prioritize for the future phases. To promote the @ravintolamerimesta Instagram account and increase follower count, a raffle was held from June 1 to June 23, 2022, based on the theory described in Chapter 5. Merimesta owner granted permission for the winner to receive à la carte main courses or buffet dishes for two. The raffle contestant had to follow @ravintolamerimesta Instagram account, like the raffle feed post, share the raffle feed post in their Instagram story, and comment on the raffle feed post whom they would come to dine with (Picture 5). It was decided to collaborate with the Merimesta Facebook page and share the narrative that drew Facebook followers to @ravintolamerimesta Instagram. It was added to the information that the raffle is only taking place in Instagram and that Facebook is not included.

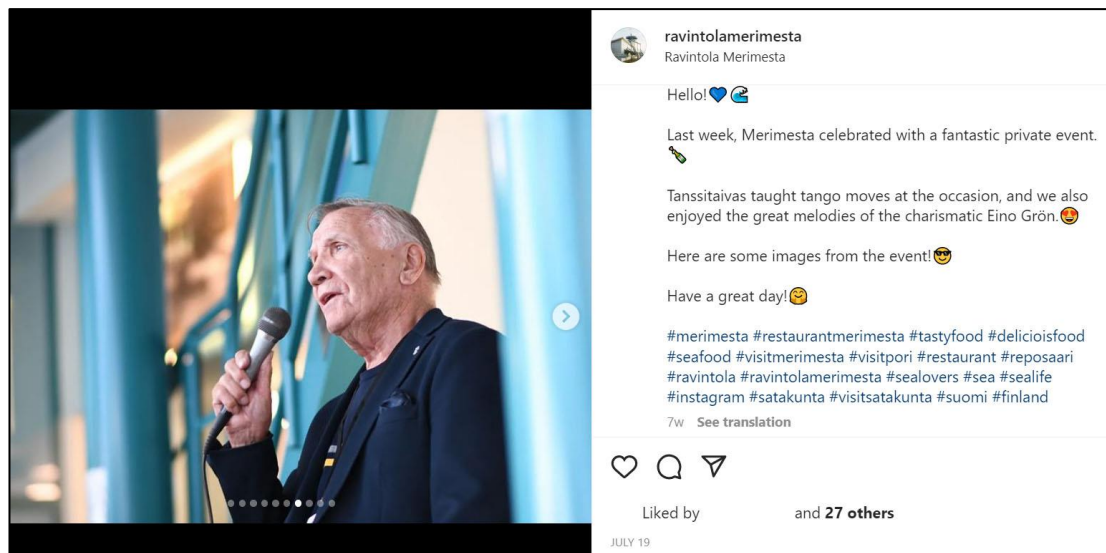


Picture 5. Raffle feed post in @ravintolamerimesta

Various hashtags (Picture 5) that linked food tourism, Finland, Satakunta, and restaurant Merimesta were utilized to gain more attention from Instagram users. Hashtags linked the area with culinary tourism, bringing the necessary audience to the @ravintolamerimesta Instagram account. Additionally, it supported the inclusion of the Instagram account @ravintolamerimesta in the category of food tourism. Following that, the same hashtags were used in each feed post, with occasionally additional hashtags added based on the feed post images.

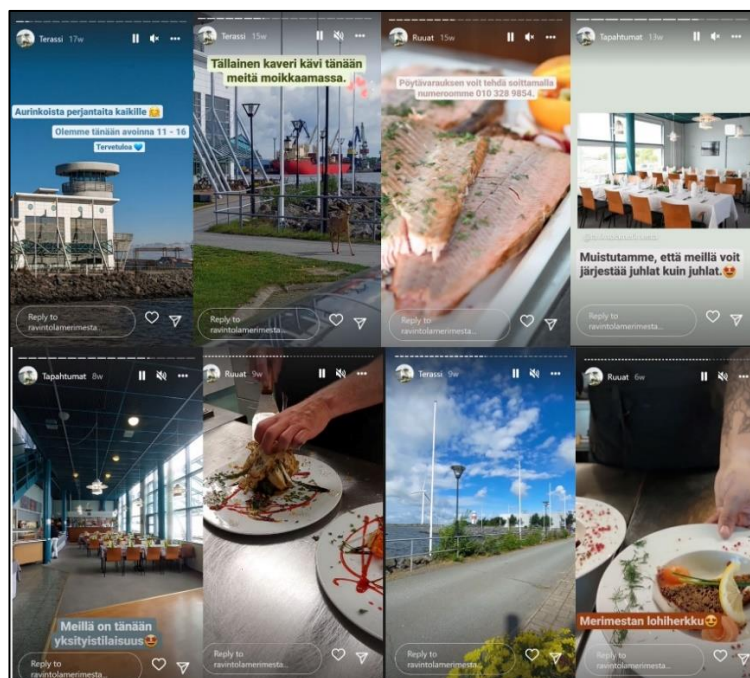
7.1 Content and marketing creation

The posts regarding Merimesta cuisine and event catering were the most popular among followers, as earlier mentioned. Merimesta cuisine, and catering for special occasions, were the focus of the content in the feed posts and stories for the @ravintolamerimesta Instagram account (Picture 6). Before taking pictures at events in Merimesta, permission from the attendees had to be obtained. Additionally, permission to share a photo from an event where a visitor was present was requested before it was uploaded to the @ravintolamerimesta Instagram account.



Picture 6. Private event feed post in @ravintolamerimesta

The Instagram account message was developed to be welcoming and pleasant for its users. The welcoming ambiance of the restaurant, tasty cuisine, friendly staff were all displayed on the @ravintolamerimesta Instagram account. Additionally, good visuals, affable and pleasant descriptive content, and a kind greeting to the readers were utilized (Picture 6). In order to attract more attention from followers, the event's Instagram postings from the @ravintolamerimesta Instagram feed were also featured in the Instagram Story (Picture 7).



Picture 7. @ravintolamerimesta Story posts and share

Using the Story tool, which was visible to @ravintolamerimesta Instagram followers for 24 hours, the @ravintolamerimesta Instagram account was made to be more entertaining. It was intended to familiarize the followers with Merimesta everyday life. The waitress's job during work time, the chef's food preparation, the serving of meals, magnificent sea views, and special occasions in the restaurant were all shown by video and photo in the @ravintolamerimesta Instagram Stories (Picture 7). With the pleasant Merimesta everyday life was also introduced the location of Merimesta, restaurant inside look and goods that the restaurant is selling. As discussed in Chapter 6, Table 3, cooperating with the Instagram followers of @ravintolamerimesta would be a good way to increase the visibility of the account. Instagram highlight (Picture 8) was made to encourage Merimesta users to tag @ravintolamerimesta in their story posts. Instagram user postings with the tag @ravintolamerimesta received special attention. As a result, the articles and posts that visitors had tagged were shared in the @ravintolamerimesta account Story.

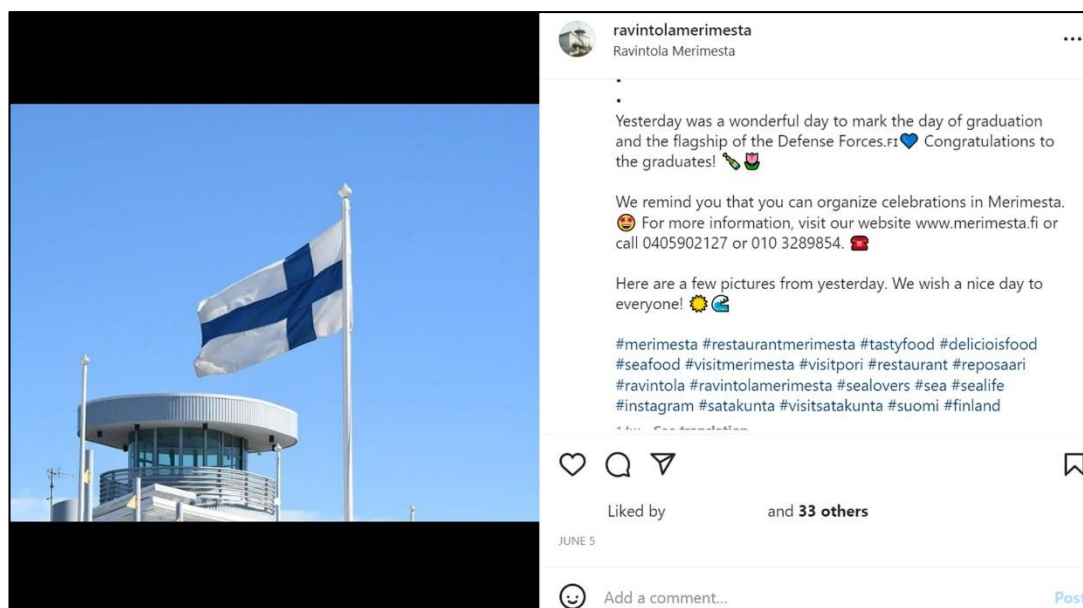


Picture 8. @ravintolamerimesta Instagram Highlights

Picture 8 shows how the @ravintolamerimesta account highlights were created in a variety of themes, including food, events, visitor photos, and terrace. Stories on the Instagram platform are displayed for 24 hours, as was previously mentioned. To save all Instagram stories that were displayed for follower highlights, the Instagram highlight tool was used.

The content of @ravintolamerimesta was gathered, and it had the necessary system of photo quality, text format, and what was needed to advertise in them. As a result, Chapter 6 contained information on Merimesta owners who wanted to promote

occasional events and catering options at Merimesta for large parties. Distinct promotional information was presented to the @ravintolamerimesta followers in the @ravintolamerimesta different feed post and story tool. The opportunity to host someone's own event at Merimesta Restaurant was advertised in the @ravintolamerimesta feed posts where event occasions with catering were displayed. The feed posts also included information about the official Merimesta website where followers could view more details about event celebrations at Merimesta or other selling propositions (Picture 9) along with the phone number of the restaurant for contact.

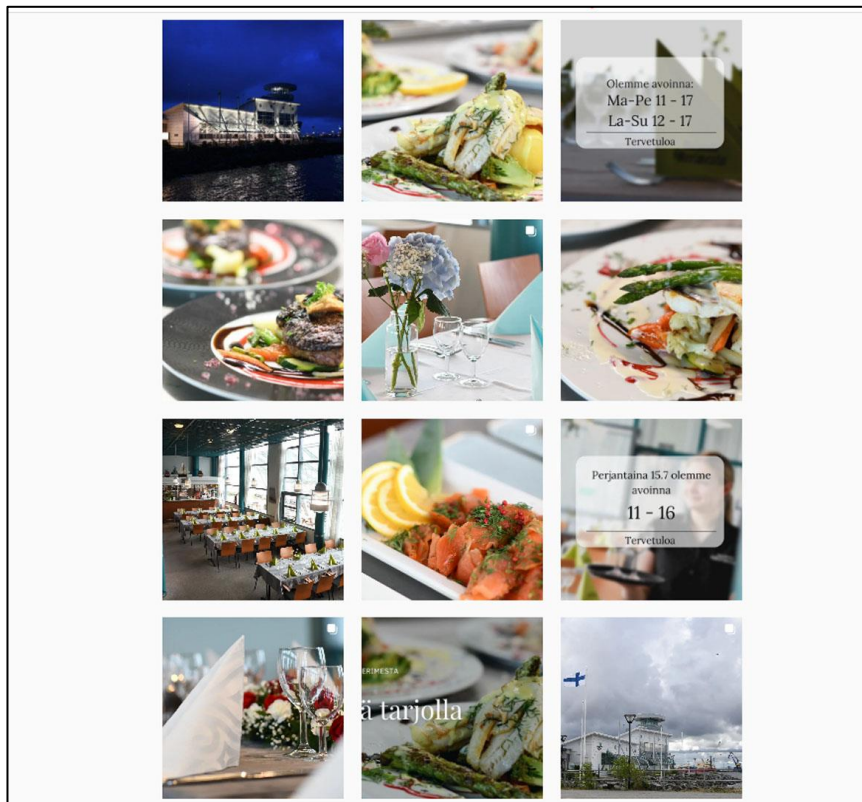


Picture 9. Feed post of event with promotion in @ravintolamerimesta

Food, services, and location were the three main components of the marketing plan utilized by the @ravintolamerimesta Instagram account. With every new feed post of @ravintolamerimesta, followers could see the service opportunities of the restaurant and get the information for finding more detail, as demonstrated in Picture 9.

The author of the thesis developed the specific feed pattern for the @ravintolamerimesta Instagram account during the project implementation, as demonstrated in Picture 10. The order of priority was required to be maintained as part of the @ravintolamerimesta feed pattern. Professionally created visual contents were crucial, but it was also vital to alternate the feed postings. It was maintained to keep the look of @ravintolamerimesta Instagram account attractive to followers and new account visitors. As

was indicated in Chapter 5, having appealing visuals and an appealing account visual style are essential to stimulate the interest of Instagram users.



Picture 10. The @ravintolamerimesta Feed Pattern

The feed post pattern included the explicit requirement that subsequent feed postings be unique. As shown in Picture 10, every subsequent feed post photo is distinct from the one before it. The following feed post photo has a Merimesta dish-like appearance on it, which is what differentiates it from the first post's absence of any food. The colors used are natural and not overly modified to maintain the same color tone on each feed post. This particular feed post pattern was created in the middle of the thesis project's implementation and applied in the final stages.

7.2 Content posting schedule

The project was implemented during a 12-week period between May 11 to August 8, 2022, however @ravintolamerimesta's active and developed plan was between June 8 to August 8, 2022. The implementation of the thesis project throughout this period

followed the posting schedule shown in Table 7. Although, the publishing dates periodically changed, as a result of the restaurant new visual material production, or situations with events happening at Merimesta.

Table 7. Instagram Feed Post and Story Strategy

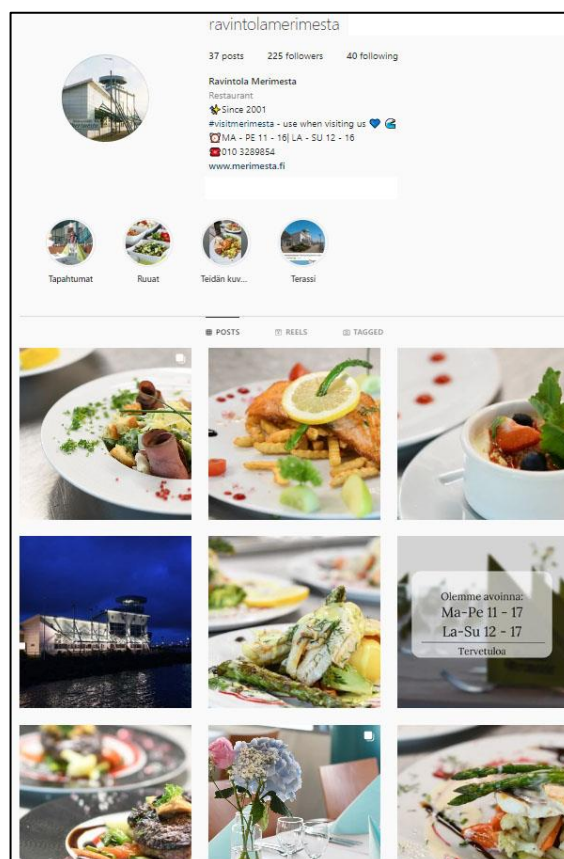
Posting theme	Times per week
Feed post photo	2 – 3 times a week
Story	3 – 5 times a week
Actual tool refreshment	1 time per week

The rules outlined in Chapter 5 served as the foundation for the @ravintolamerimesta feed post and development of the narrative approach. In order to maintain the @ravintolamerimesta Instagram account active and intriguing to followers, systematic posting, as indicated in Table 7, was required. The feed postings were routine, but not too frequently so as not to bother the followers with overly active @ravintolamerimesta Instagram account. Depending on relevant information that would depict the life of a restaurant, the stories were shown more frequently and several times throughout the day. By using videography, the material of the stories was kept up with the daily flow. Once a week, the Instagram Actual tool was updated by incorporating previous stories from the @ravintolamerimesta account and tagged stories from followers.

Because restaurant working hours vary during project implementation and working days differ, posting day schedules were not included in this thesis project implementation. Additionally, creating the visual materials for the project required a significant amount of labor, which is why the thesis author had limited time to create the timetable. The major goal was to maintain the need of posting to the feed two to three times each week, and story posts three to five times each week in order to keep the @ravintolamerimesta account active. The days of feed publication were shifting as a result of the production of new visual materials and other events occurring on various days.

7.3 Measurable results

During the period of the project, the @ravintolamerimesta Instagram account published about 36 feed posts, and 174 stories. From 99 followers at the start of the project implementation to 220 followers at the conclusion, the followers of @ravintolamerimesta grew by around 121 followers. The @ravintolamerimesta account appearance that may be seen in Picture 11, was designed to appeal to prospective new consumers. A large number of visual resources, such as photographs and videos, were produced during the implementation of the project. In addition, the key elements of @ravintolamerimesta Instagram content and marketing that Merimesta owners may develop on in the near future, were produced. No sponsored Instagram promotion was used during project implementation.



Picture 11. @ravintolamerimesta Instagram Account Final Look

The creation of @ravintolamerimesta content and marketing was crucial to the implementation of the project. Thus, the importance of reach, impression, and content engagement would be implied. Because the @ravintolamerimesta Instagram account was

developed from scratch, there is no previous data to compare to. That is why the measurements that will be produced below are taken from period June 8 to August 8, 2022 and are compared to April 7 to June 7, 2022. As a result, the active and passive phases of @ravintolamerimesta will be contrasted. This kind of measurement will demonstrate how effectively the project was carried out.

When reviewing @ravintolamerimesta insights statistics, the emphasis was mostly on how well the other accounts were reached, engaged, and interacted with content. Figure 9 illustrates the contrast between the inactive and active phases of @ravintolamerimesta account. The fact that the active account phase increased the number of “reach, engage, and interaction” indicates that the activity of the @ravintolamerimesta account was sufficient to keep the audition engaged. Content interaction increased by 80.8%, while the account reach and engagement increased by 38.2% compared to the previous two months.

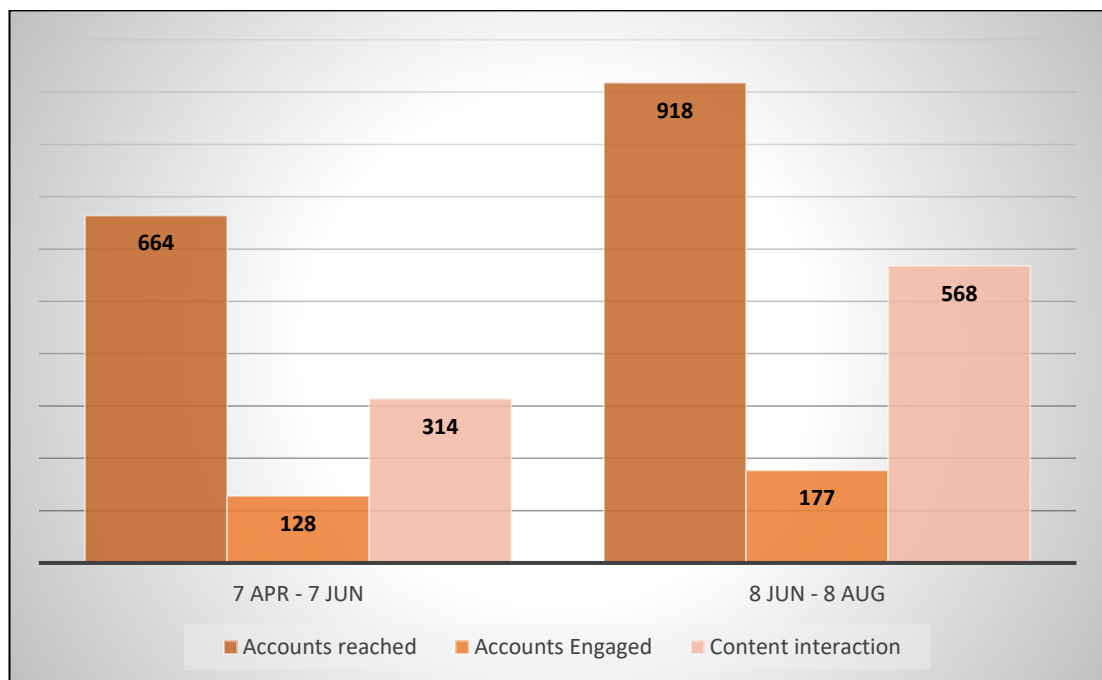


Figure 9. @ravintolamerimesta insights – reach, engage and interaction (Instagram 2022)

Figure 9 illustrates the previously mentioned total reach, engagement, and content interaction. As seen in Figures 10 and 11, these indications can be studied further under the post or story. As a result, both the post and the story reflect on the statistic, which

was the primary focus in everyday content posts. Impression, as shown in Figure 10, is a significant component of the measures since it indicates how many times articles or stories were presented to the user.

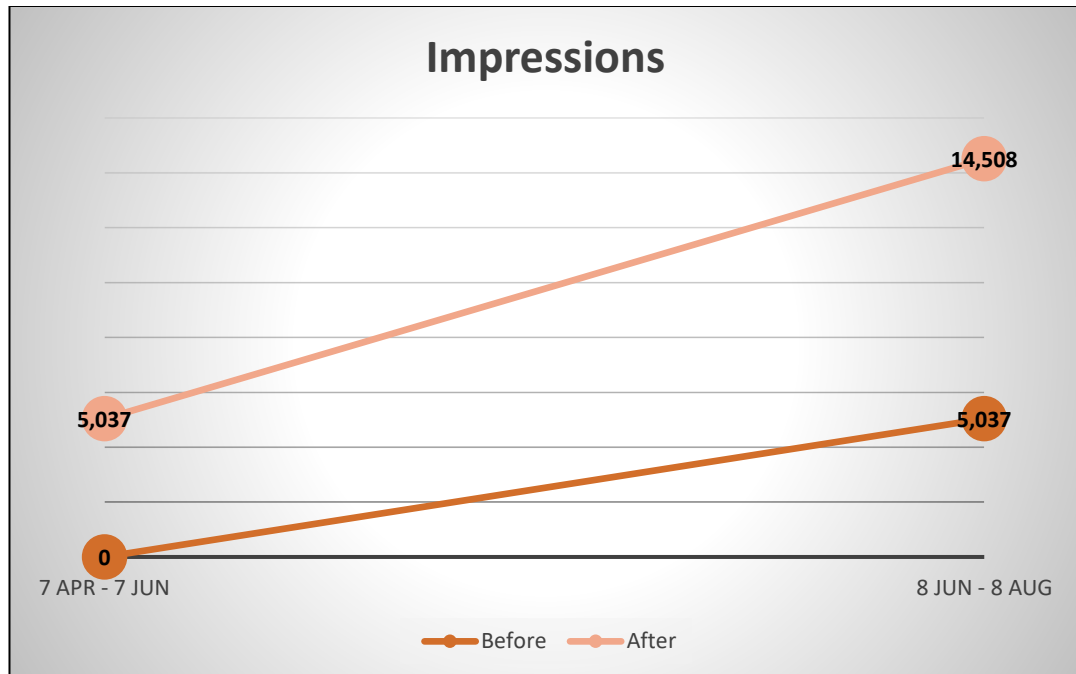


Figure 10. @ravintolamerimesta insights – impression (Instagram 2022)

Figure 10 illustrates how impressions increased by 188% during the active @ravintolamerimesta posting period. As a result, the lowest number of impressions was 0 and the largest was 5,037 at the start of the project's execution during the previously mentioned inactive period. The impressions throughout the active period rapidly increased, ranging from 5,037 at the lowest point to 14,508 at the greatest. The profile activity, that may be seen in Figure 11, was also evaluated to determine the effectiveness of the account information and content - specifically if users were interested in visiting the account and reading the information.

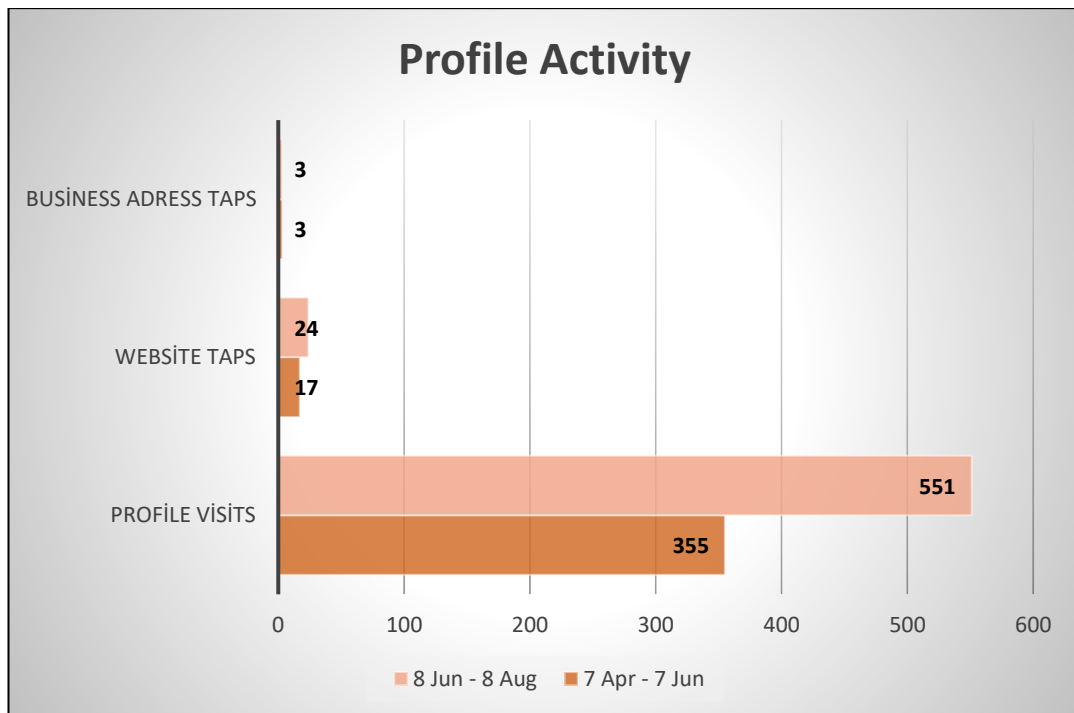


Figure 11. @ravintolamerimesta Insights – Profile Activity (Instagram 2022)

During the active phase, the @ravintolamerimesta profile activity increased. As a result, business taps remained constant, website taps grew by 41.1%, and profile visits grew by 55.2%. The results of Figure 11 demonstrate that the new use of @ravintolamerimesta material is effective and appealing to users. Maintaining the same activity and using decent material may provide better outcomes in the near future. It is necessary to determine what type of audience is most interested in the @ravintolamerimesta Instagram account in order to assist, maintain fresh material, and make content even more useful. Table 8 shows the final primary top five locations of @ravintolamerimesta followers.

Table 8. @ravintolamerimesta insights – top five locations of followers

Top Locations	Percentage
Pori	42.1%
Helsinki	6.4%
Tampere	4.1%
Noormarkku	3.2%
Turku	2.7%

As seen in Table 8, Pori represents 42.1% of the followers of @ravintolamerimesta. Other cities with low percentages include Helsinki, Tampere, Noormarkku, and Turku, demonstrating that content is also appealing to the auditory of other cities. Because the auditory was created throughout the project's implementation, the measurement cannot be compared.

8 CONCLUSION

This project-based thesis gives information regarding the Instagram platform, as well as its use and significance in gastronomic tourism destinations such as restaurants. There are several approaches and chances to create one's own business Instagram account and advertise it. This thesis material, on the other hand, examines how a culinary tourism destination may construct its own social media account and marketing by employing content planning, SWOT analysis, a unique selling proposition, marketing strategies, and tactics. The thesis material also includes information regarding the numerous tools that may be employed in the setup of an Instagram account. Despite the fact that Instagram is a rapidly growing platform that requires constant study, it is necessary to grasp the fundamentals of Instagram in order to learn and comprehend new ones. The most crucial and appropriate techniques and discoveries were drawn from theory and tested on the construction of the @ravintolamerimesta Instagram account.

Because of the analysis and content preparation, the end product of project implementation, the aesthetic design of the @ravintolamerimesta Instagram account, has seen significant changes and activity. As a result, the account received the required feed pattern defined by the thesis author, the information was improved, and a good amount of visual material was created and shown to the @ravintolamerimesta followers. The @ravintolamerimesta Instagram account made its debut with the studied content information, which the Merimesta owners may enhance further. Finally, quantifiable achievements in terms of @ravintolamerimesta reach, engagement, interaction, impression, and profile activity increased significantly throughout project implementation.

In summary, the project's goal of creating a user-friendly account for @ravintolamerimesta with easily available information about services and gastronomy was a success. The goal was to apply free Instagram promotion tools to increase followers, which produced great results in the end. The Instagram account @ravintolamerimesta has welcoming language, easily accessible information about the restaurant and its services, and it also sells goods. As a result, the @ravintolamerimesta Instagram account's foundation was created, making future account development convenient.

8.1 Recommendations

Based on the project results, the author of this thesis would propose paying greater attention to social media content and marketing perspectives. According to the project quantifiable outcomes, methodical action in the @ravintolamerimesta Instagram account produced considerable effects. It is essential that the restaurant continues to develop high-quality graphic content and sets a publishing plan to keep the activity going. As a result, it is necessary to expose more of the actual business life of the employees and consumers via the Instagram platform in order to keep the @ravintolamerimesta account interesting. To maintain information reliable, the restaurant must emphasize fresh information about events, meals, services, operating hours, and bookings on a daily basis. It is critical to keep the @ravintolamerimesta account dependable, fascinating, and amusing in order for consumers to work with them more. To keep up with content creation and planning, it is recommended to create a posting schedule.

Merimesta is advised to establish its own niche in the near future by using the analyzing tools provided in this thesis to determine improved methods of content generation and promotion. This thesis author recommends that during the summer fast season, summer workers be given the opportunity to publish feed and stories on @ravintolamerismata Instagram account, which will be fascinating for employees as well as followers and may generate fresh content and marketing ideas. It is important to remember that everything shared on Instagram is marketing; the @ravintolamerimesta is the image of Merimesta that delivers service and marketing about the place. Therefore, in slow seasons collaboration with an educational institution that teaches digital marketing may also be a good opportunity for students to gain experience or write their thesis, resulting in Merimesta receiving Instagram account development.

To keep visual content current and have plenty of it, the author proposes hiring a professional photographer to develop qualifying materials for @ravintolamerimesta that may also be utilized on Facebook and the Merimesta official page. Another option is for the restaurant Merimesta to get a decent camera that will be effective in developing visual content for the social media platforms. It will be possible to capture all events, dishes, and incidents, which can then be used in social media material.

8.2 Final words and evaluation

The entire implementation process of the thesis project was an exciting learning experience, where ideas regarding culinary tourism, social media marketing, and the Instagram platform were collected together. The entire process of studying the thesis framework ideas and applying them to a thesis project produced excellent outcomes. As a result, starting from scratch to construct the Instagram account for restaurant Merimesta provided the author of the thesis with the chance to apply photography and inventiveness, which was also noted by Merimesta owners and @ravintolamerimesta followers. However, it was also intriguing to observe that in just three months, @ravintolamerimesta content and marketing could be created utilizing free Instagram promotion tools. The author of the thesis wanted to determine how long it takes to establish an Instagram follower base by using free Instagram promotion chances. As a result, awakening the Instagram audience and growing activity take time, but are possible.

The thesis project addressed content and marketing development in numerous methods for @ravintolamerimesta, which may be developed in the future. The new Instagram features, which are always being improved, may aid Merimesta customer service sales in future. The goal of the author in writing the thesis was to discover how Instagram works. Unfortunately, because of time constraints and having to construct the Instagram account from scratch, the author was unable to use all of the Instagram features that were provided. However, in the near future, Merimesta will be able to discern this and employ features as they see fit. Finally, the entire thesis process showed the importance of the chosen topic and implementation. The outcomes of the project implementation were positive, indicating that the chosen strategy was effective. Furthermore, the outcome resulted in positive feedback and recommendations for future growth. As a result, the author of the thesis considered the conclusions of the thesis project helpful for the future growth of the Merimesta Instagram content and marketing.

8.3 Feedback from Restaurant Merimesta`s owner Susanna Sävel

Thesis cooperation with Aleksandra Dmitrijeva and Restaurant Merimesta:

The Instagram content and marketing development project for Restaurant Merimesta

Aleksandra tuli meille kesätöihin ja samalla tekemään lopputyöprojektiaan. Lopputyönään hän teki ravintolalle Instagram-markkinointia, jota meillä ei ollut aiemmin tehty, vaikka tili olikin olemassa.

Aleksandra teki Merimestan Instagramiin paljon todella ammattimaisesti tehtyä kuvamateriaalia. Printti- ja nettilehtenä ilmestyvässä Matkailuopas Matkamies -lehdessä oli kesällä koko aukeaman artikkeli Merimestasta ja siihen käytettiin myös näitä Aleksandran kuvia. Lopputulos oli todella hyvännäköinen.

Aleksandralla oli todella hyvä näkemys siitä, minkälaiselta Instagramin-tilimme pitää näyttää. Halusimme markkinoida enemmän tilaisuuksia varsinkin sesonkiajan ulkopuolelle, ja muutoinkin. Aleksandra osasi kartoittaa hyvin, mitä haluaisimme sivuilla olevan. Hän päivitti hyvin kaikista informoitavista ajankohtaisista asioista, ruuista ja erilaisista yksityistilaisuuksista.

Kaikki Aleksandran tekemä Instagram-markkinointi ja -kehittäminen sekä postausten ja storyjen teko luonnistuivat hyvin muun työn lomassa. Lopputulos Instagram-tilillemme on oikein hyvännäköinen ja olemme siihen todella tyytyväisiä.

Aleksandran tekemät SWOT- ja USP-analyysit olivat monipuoliset ja hyvät, ja niitä on hyvä käyttää tulevaisuudessa Instagram-markkinointia tehdessä. Näiden jälkeen on hyvä jatkaa ja viedä asioita eteenpäin. Aleksandra on tehnyt lopputyöprojektillaan hyvän pohjatyön, joka helpottaa Instagramin tekemistä jatkossa. Aleksandran antamat suositukset olivat järkeviä ja tulemme käyttämään niitä jatkossa.

Lopputulokset näyttivät siltä, että Instagramin kehittämis- ja markkinointistrategia on toiminut hyvin ja siltä, että sitä voi kehittää eteenpäin. Erityisen hyvää oli se, että saimme hyviä tuloksia ilman maksullista markkinointia.

Asiakkailtamme on tullut Instagramin sisällöstä todella hyvää palautetta. Selkeästi asiakkaamme ovat huomanneet, että päivityksiä tuli paljon ja että ne olivat onnistuneita. Ravintolamme tilaukset ovat lisääntyneet, mutta on vaikea sanoa varmaksi, johtuuko se Instagram-markkinoinnista vai jostain muusta. Edelliset vuodet ovat olleet koronaepidemian vuoksi yksityistilaisuuksien kannalta haastavia ja asiakasmäärät ovat muutoinkin vaihdelleet. Kesä on meille kuitenkin aina sesonkiaikaa.

Aleksandran kanssa oli todella mukavaa ja helppoa työskennellä. Hänellä oli hyviä ja luovia ideoita. Tästä on hyvä jatkaa eteenpäin!

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