



Social Media Strategy for small business : Bakerika

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Abstract

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<p>This project-based thesis is aimed to research the social media marketing, its structure and planning tools and implement it in social media plan for Bakerika, café and catering company. The social media Marketing plan is developed based on PRSmith's SOSTAC model. The goal is to implement the SOSTAC model in analysis of the company's marketing and the strategy planning in order to improve social media performance of the commissioner.</p> <p>The commissioning party is Bakerika, a small business owning a café and offering catering services. Bakerika is a brand of Erika Poussa and she is the presenting the brand both offline and online. Erika bakes and organises catering services, and takes part in sales in the café located in Helsinki, Punavuori. The company is presented on several social media platforms, where the main character's role is taken by the business owner Erika, and her business organisation processes, own life and inspiring story are generously shared with the audience.</p> <p>Theoretical part of the thesis is studying social media marketing, analysing its advantages and challenges and explaining why it is widely used nowadays. Content marketing is a major part of social media marketing and is studied in this thesis along with consumer-generated content and content creation. SOSTAC model is also studied in this project and it is implemented in the case company's social media.</p> <p>The final outcome is presented in a form of both theoretical and practical data. The PR Smith's SOSTAC model will be used in marketing strategy planning for the commissioning party. The result includes a content plan, ready-to-use edited and created content in a form of videos and photos, the action plan and a total analysis of the commissioning company's current social media performance.</p>
Key words Social media marketing, SOSTAC, Content Marketing, Social media strategy, Social media plan, Instagram

Table of Contents



.....	1
1. Introduction.....	1
1.1 The commissioning company.....	2
1.2 Background of the topic.....	3
1.3 Objectives.....	3
1.4 Key concepts	4
2. Social Media marketing	6
2.1 Benefits of social media marketing.....	7
2.2 Challenges of social media marketing	8
2.3 Instagram for business	8
2.4 Understanding the audience.....	9
2.5 Consumer persona	10
3. Content Marketing	11
3.1 Consumer-generated content.....	12
3.2 Content strategy for social media.....	12
4. Planning Social Media Marketing. SOSTAC Model for Bakerika	14
4.1 Situation analysis	15
4.1.2 SWOT analysis.....	15
4.1.3 Values, vision and mission	16
4.1.4 Current content analysis	18
4.2 Objectives.....	21
4.2.1 SMART objectives.....	22
4.3 Strategy	22

4.3.1	RACE Planning system.....	23
4.3.2	7P's strategy.....	25
4.3.3	Consumer persona	26
4.4	Tactics.....	26
4.4.1	Content plan.....	27
4.5	Actions	28
4.6	Control	29
5.	Preliminary results.....	31
6.	Discussion	36
6.2	Summary	36
6.3	Recommendations	36
6.4	Self reflection	37

1. Introduction

During last decades marketing has gone through many changes. Digital media and technology are now a vital part of marketing world. The Internet has become one of the most effective channels of sales and advertising. When looking for a product, service or entertainment, a potential customer now is most likely to search on social media, websites and online stores. Consumer behaviour and preferences have significantly changed. Along the conversion of consumer behaviours, ways of audience interaction have also reformed a lot. Nowadays, there are numerous ways and tools to interact with the audience, such as digital platforms, digital media, digital technology and digital devices. Consumers' needs and preferences have also become wider. (Chaffey & Ellis-Chadwick 2019, 36.) In current state, it is vital to satisfy customers not only product or service wise, but also by creating visually and aesthetically enjoyable content on media platforms. This is one of the best ways to attract consumers' attention and give them a feeling of engagement. (Ryan & Jones 2016, 155.)

Businesses can profit significantly by launching social media accounts since social media platforms is the most common communication tool. Digital platforms allow companies to be in connection with their loyal and potential customers, impact customer's opinions, engage them into communication and product improvements, and spread awareness of the brand. The growing popularity of Social media marketing has shown a major increase of its effectiveness. Consequently, the companies had to learn how to form social media strategies and use them in practice in the most efficient ways. Nevertheless, there are challenges created from a wide social media usage. Mostly, they arise from the peoples' opportunity to express their honest and open opinions. Honesty in both negative and positive emotions creates a risk of ruining the reputation of the brand and decreasing the sales count. (International Journal of information management 2021.)

This thesis is made for the commissioning party Bakerika, a catering services and a café with authentic recipes. The final product is a social media marketing strategy ready for implementation. The first chapter is the introduction, description of the commissioning company, objectives and the key concepts are listed in the chapter as well. The theoretical part, consisting of chapters two, three and four is focused on social media marketing and content marketing. In this thesis, the SOSTAC model is used as a model for social media planning for a commissioning party Bakerika. The SOSTAC model is described in details and implemented in chapter four. After the theoretical introduction of the model, the model is implemented in practice on planning a social media marketing plan for Bakerika.

1.1 The commissioning company

The commissioning company is presented in this chapter. The data for the story of the brand and its current state were gotten in a format of an interview. The Interview was conducted by the thesis author in September 2022. (Appendix 1.)

This thesis is commissioned by Bakerika, catering services and café founded by Erika Poussa year 2019. The brand started developing when Erika came back from Australia where she was working on the brand development. As a base, first contributions were a website, the ideology and a brand colour, which turned out to be blue. Erika never aimed to be an entrepreneur, her initial plan was to be an interior designer or a musician. Nevertheless, her baking hobby and family tradition of cooking together has always been a major part of her life. Later, she started selling the pastries to the neighbours which was followed by getting real orders for the celebrations. In 2014, Erika decided to register her hobby as a limited liability company to have convenience in billing.

Erika was heavily inspired by living in Australia when developing a business plan, especially a blue colour which was surrounding Erika there, in future became the brand colour. Since Bakerika is a small business with a strong personality, it has a special ideology and certain core values. Main values of the brand are being open-minded, and not restrictive, easily approachable, personality-focused brand with a main character of the owner. Erika has a major interest in building a community with the customers, having a straight communication with the consumers is a big inspiration for Erika.



Image 1,2,3. Bakerika café (Elizaveta Akimova 2022)

The products of Bakerika are catering services and a café. Catering services offered by a business are versatile and include wedding cakes, cake tastings, food boards for both public and private

events consisting of both sweet and savory. Café has 3 official workers, the products are different coffees, pastries, savory brunch dishes and wine.

An ideal customer or a buyer persona of Bakerika is a female, young adult, both with families and no. Nevertheless, the business has a wide and versatile audience, a buyer persona describes the most common customer. Personal traits of a buyer persona are open-mindedness, curiosity, interest in trying new and active life-position. Demographics are mainly so that Bakerika has a lot of loyal customers from the nearest district of Punavuori, Viiskulma and Kamppi but there are also customers who travelled to Helsinki all the way from Tampere and other cities as well.

(Poussa 2022.)

1.2 Background of the topic

There are major changes happening in marketing in the state of current world. Social media marketing is a new direction opened for businesses and it has caused major changes in fields of promotion and business development. Complexity of digital marketing processes has caused the creation of social media planning tools, strategy forming and marketing models' implementation.

In this study, the author aims to provide a broad understanding of social media marketing and how it is implemented through social media strategies and wide variety of marketing tools. The author also aims to study the SOSTAC model and to implement it on a case commissioning company in order to develop a social media strategy for them. The social media strategy is mainly implementable on platforms of Instagram and TikTok.

1.3 Objectives

This thesis is project-based work, commissioned by a a company with the main goal of studying basics of social media marketing and social media marketing strategies, and creating a proper social media marketing plan for Bakerika. The marketing plan is created based on SOSTAC model, which is described in Chapter four. The plan provides the company with a scheduling, objectives, tactics and content that can be implemented in company's operations. Additionally, this thesis aims to improve the visuals of the commissioning company's social media profiles. The author will work on taking photos, filming videos and conducting a survey for a commissioning company. At the end, the preliminary results will be presented with the use of images, tables and figures.

As a final result, this thesis will demonstrate the developed social media strategy based on SOSTAC model. The outcome will also show the practical implementation of the tactics and its result on social media account of commissioning company. Preliminary results of strategy

implementation will be analysed and discussed (chapter 5). Content ideas and plan are also attached to the project file.

1.4 Key concepts

Marketing

“Marketing is managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction”. (Kotler & Armstrong 2016, 29.)

Marketing strategy

“In marketing strategy, the process focuses on selecting one or more target markets and developing a marketing program that satisfies the needs and wants of members of that target market (Ferrell 2017, 35)”

Social media

“In a marketing context, social media are considered platforms on which people build networks and share information and/or sentiments (Kaplan and Haenlein 2010).”

Social media marketing

“Monitoring and facilitating customer-to-customer interaction and participation throughout the web to encourage positive engagement with a company and its brands. Interactions may occur on a company site, social networks and other third-party sites.” (Chaffey & Ellis-Chadwick 2019, 29.)

Social media marketing strategy

“Social media marketing strategy is an organization’s integrated pattern of activities that, based on a careful assessment of customers’ motivations for brand-related social media use and the undertaking of deliberate engagement initiatives, transform social media connectedness (networks) and interactions (influences) into valuable strategic means to achieve desirable marketing outcomes.” (Li & Larimo 2020.)

Content Marketing

“A 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.”
(American Marketing Association.)

Marketing planning

“A logical sequence and a series of activities leading to the setting of marketing objectives and the formulation of plans for achieving them (Chaffey 2019, 146.)”

2. Social Media marketing

In digital world, that we now we live in, approximately 63 percent of world's population have a full access to the Internet and are using it in everyday tasks. These numbers are growing and the scale is increasing year by year. People are social creatures and have the constant need of communication and a feeling of belongingness. Social media has now become a global platform for communication and sharing. Online, people can share vital occasions of their lives, post news about interesting events and communicate with others even when living on different continents. Consequently, the digital world and social media have created a perfect space for "real-time marketing". (Armstrong & Kotler 2023,48-49.)

Since the world is changing significantly, values of people are following the tendency and also change majorly. During previous years, the main reasons of world's transformation have been the pandemic of COVID-19, fast development of digital technologies and global crisis which consequently led to major mutations of people's habits, values and desires. Today, the population is more likely to stay at home and do everyday tasks distantly using online communication tools and the Internet. Because of these major perturbations, marketing world has also transformed and started stating new requirements for the companies. It is crucial to think in a new way, come up with new policies and strategies and plan them in a relevant way. (Armstrong & Kotler 2023,47.)

Social media marketing is a vital tool of encouraging customers in communication with the company. Communication can occur in several ways : on company's website, forums, blogs or social media. For the communication to be the most efficient, companies have to take an active part in conversations with the potential clients. The conversations can be related to certain products, services or customer support offered by the company lead by an opportunity to get more knowledge on consumers' preferences. There are different social media channels such as Facebook, Instagram, Tiktok and LinkedIn. They are helpful for businesses in a sense of creating a network and community for the customers for the active interaction.(Chaffey & Ellis-Chadwick 2019, 29.)

To be successful at marketing on social media it is crucial to take into account several factors. According to Fernandes & Buytaert (2022, Chapter 1.) the factors are following:

- Setting goals and defining the target audience
- Being present on media regularly
- Having diverse content
- Set a call to action in publications (CTA)
- Analyzing the buyer persona

When having a clear understanding of factors above, it is easier to build a community with common interests and values. A strong media community creates a competitive advantage, rises awareness of the brand and increases the loyalty of the customers. (Fernandes & Buytaert 2022, Chapter 1.)

2.1 Benefits of social media marketing

There are numerous advantages of using social media when promoting the product or improving the customer service. First of all, digital marketing communications enable the company to use new forms of communication and tools of data sharing. It creates a high rate of interactivity, which enables the company give personalized attention to every customer and raise individualization. With help of digital media, companies are able to create an individual approach for customers by a relatively low price compared to ordinary media channels. (Chaffey & Ellis-Chadwick 2019,30-31.)

When using digital media, companies are given an opportunity to raise the rate of integration. It allows them to share detailed information about what the company is offering with the use of images, videos, sounds and interactive campaigns. The Internet can be used as feedback facility, a way of communication, promotion amplification and a tool for quick customers' responses. Moreover, the Internet simplifies the connection between customer and the company because it plays a role of intermediary, gives flexibility of actions and allows to control the performance through tracking the traffic on digital media. (Chaffey & Ellis-Chadwick 2019,32.)

When promoting via digital tools, the company is not dependent on a location, which means it can reach out to a bigger amount of potential customers. Additionally, communicating and advertising online allows marketers to track the size of reached out audience, amount of sales and clicks and response rate. It is helpful for creating statistics and perform future sales in a more effective way. (Chaffey & Ellis-Chadwick 2019,34.)

Besides the advantages of digital marketing for the selling side, there are also advantages for the buyers. For customers, online marketing is a helpful tool in making choices, comparing options and determining their needs in a more detailed way. With the use of online marketing, people can communicate with the companies via apps and websites in order to receive needed information. Additionally, digitalization allows people to compare and choose the most suitable option because competitors are located one click away from each other. After making a choice, the order is been delivered in few days or even hours, which makes online purchasing even more pleasant. (Armstrong & Kotler 2023, 469.)

2.2 Challenges of social media marketing

As any other way of marketing, social media marketing has its own challenges that can be faced by the companies when implementing it. It is crucial for companies to be aware of potential risks and take them into consideration when developing a social media strategy.

In the past, people used to listen to traditional media and they used to trust marketers by the reason that they had no choice or diversity of content. Recently, the world of media has changed, and every person with the Internet connection has access to countless social media platforms. Currently, people often dislike and criticize advertising messages and campaigns, they often annoy customers. There is a risk that customers will associate a brand with negative emotions and interruption if they face the same campaign running on Youtube as a sponsorships before every other video. It creates a challenge for marketers to maintain an authentic reputation of the brand and make people associate the brand with positive feelings. (Kotler & Kartajaya 2017, 122.)

Instagram is one of the most frequently used social media platform for marketing. Nevertheless, the users face difficulties when using it for business purposes. First of all, Instagram is a complex multifunctional platform which means it is needed to spend some time studying the algorithms and understanding its systematics. One more issue is the lack of knowledge and instructions. Since the platform is fairly new and is rapidly developing, it is lacking experts and knowledge among people. (International Journal of Innovative Science and Research Technology 2019.)

2.3 Instagram for business

Instagram is a widely used social media platform with over 1,4 billion users (Datareportal 2022). The platform was launched in 2010 which makes it relatively new communication channel. The main functions of Instagram are sharing photos and videos worldwide. The use of this platform allows businesses to find potential customers, target them and reach out to them. In other words, Instagram creates new business opportunities for corporations and entrepreneurs. Lately, there have been spotted Instagram-based businesses in different countries. This is a new business model with a social media platform as a basic structure for business. (Alkhowaiter 2016.)

Among the other social media platforms such as Twitter, Youtube and Facebook, Instagram is considered to be the most efficient instrument for communicating with clients and promoting business. Nowadays, more than 50% of businesses use Instagram for posting news and promoting the products and services. One of the main strengths of Instagram is that its usage is free of charge. Companies communicate with the customers through posts, likes, comments and story responses. It is

extremely useful in determining customers' needs and fulfilling them successfully. (Alkhowaiter 2016.)

Instagram is not only about companies updating their customers on new products and services, and promoting campaigns, but also about customers sharing their experiences and opinions. Instagram allows people to post, and tag accounts in their publications. It is a great advantage for business in a sense that when a customer is publicly sharing their satisfaction by product or service, it automatically creates numerous potential customers for the tagged company. After seeing a positive feedback on a profile of someone person trusts, their desire to purchase rises increasingly. It adds transparency to business and creates a higher level of trust among customers. (Kotler & Kartajaya 2017, 22.)

2.4 Understanding the audience

One of the first and most important parts in marketing and marketing communication is defining the target audience and the message for them. According to Eagle & Czarnecka (2021, 28) the segmentation is following:

- size
- possible profitability
- accessibility

The bigger the segment of the target audience is, the more potential customers it creates for the business, so the goal is always to engage the wider audience the possible. Possible profitability is usually measured by the rate of return along with the amount of finances invested. The most attractive target audiences are considered to be the ones which bring the highest return rates. (Eagle & Czarnecka 2021, 28.)

Besides the determination of the target audience, it is vital to choose a communication strategy and communicate the message meaningfully and rationally. In case of audience misinterpreting the message, the company risks to lose a colossal budget and hazard the reputation. To avoid unnecessary risks, companies have to plan carefully. It is recommended to focus on three key areas. They are defining the potential market for communication, paying target's attention to the company and communicating the message in a way that the audience understands and interprets it properly. (Eagle & Czarnecka 2021, 28-29.)

There involvement of the audience can be divided into two levels: low and high. Low involvement is usually structured on sensory associations, for example, smells, textures, sounds and pictures, and gives the audience an opportunity to decide how to react and form their own opinions. Low involvement occurs when the audience is no in need of something. Whereas, high involvement strategies

are targeting a certain audience to offer them the product or service the customer is interested in. In such situations, the customer is most likely to pay attention to the advertisement and look carefully into details. In this case, the audience is most likely to analyze the information, categorize it and store it in their minds. (Eagle & Czarnecka 2021, 35.)

2.5 Consumer persona

Definition of digital consumer persona by Armstrong & Kotler (2023, 471) is "Detailed, nuanced, and tangible representations of prototypical consumers to be targeted by the digital marketing campaign." A buyer persona is a crucial part of marketing strategy. Marketers can easily forget about analyzing it and start focusing on attraction channels, customers engagement and product promotion. Nevertheless, to have the most efficient strategy, it is vital to know the target audience, its preferences, behaviors and needs. (Armstrong & Kotler 2023, 471.)

Digital buyer persona have to be described in a more detailed way unlike the offline buyer personas. The reason is that usually digital personas are wider and independent on location. It creates a new field of work which contains of analyzing how consumers look for the needed data, their content consumption habits and preferences, most common platforms in use and general everyday routines. Whereas, offline personas can be evaluated in a different way, such as location-based marketing such as favorite coffeeshop to get coffee at in the morning before work. (Armstrong & Kotler 2023, 471.)

To succeed at analyzing digital buyer persona, the companies can use sampling method , conduct interviews, creating focus groups and tracking peoples' behaviors by clicks online. A well-done buyer persona might be extremely helpful when developing a social media strategy or a different marketing strategy, because it can link to key habits of customers. (Armstrong & Kotler 2023, 471.)

Possible criteria for creating a buyer persona can be different but this is what is offered by Armstrong & Kotler (2023, 472):

- A classic day of a person
- What is the person looking for
- Online behaviors
- Background
- Global life goals
- Interests
- Influencing people around
- Favorite brands

3. Content Marketing

Content marketing is one of the key communication concepts of digital marketing. It consists of content creation and its distribution among the chosen channels. The content does not always have to be created, but also sometimes can be found in appropriate sources. The significant part is the originality of content, it has to be attractive, high quality and relevant in context of chosen campaign strategy. Forming a content plan includes pre-production and post-distribution activities which form the whole picture. Overall, a content creation is a composite process which contains of goal setting, intended audience definition, content planning and its creation and distribution, amplification stage, evaluation and improvement of the marketing. Marketers are now often replacing advertising with content marketing successfully. (Kotler & Kartajaya 2016, 125-134.)

It is considered that advantageous content has always a story behind it. It is usually a story of the company, brand story, something about the services or products offered or even customers. It is beneficial to use the content creation as a tool and channel to show significant events, product creation process, achievements of the brand, values and plans. By seeing informative content, customers feel the connection with the brand and can imagine themselves to be a part of it. (Fernandes & Buytaert 2022, chapter 1.)

The content also has to be multifunctional and create a space for communication between the brand and the customer. Possible tools for interaction can be podcasts, FAQs (frequently asked questions), multimedia content such as videos, free resources and useful links and webinars. By using the tools listed above, marketers are encouraging the customers into communication and creating a feeling of belongingness. Consequently, the more attachment customers feel towards the brand, the more likely they will purchase and come back again if the purchase satisfies them. (Fernandes & Buytaert 2022, chapter 1.)

Content Marketing has gone further than only photo and video content. Recently, is also about graphic design and illustration. Sometimes companies are using existing sources to get illustrations but recently it has become popular to hire a graphic designer or an illustrator who is able design logos, pictures, posters and banners according to company's personal requests. Visuals are a vital part of marketing since customers have recently developed a habit of consuming high quality content on social media. Nowadays, it is crucial to follow content marketing trends to be competitive in a global business world. (Gamble 2016, 37.)

3.1 Consumer-generated content

The media world and marketing methods and tools are rapidly changing. It has caused a major change in focus from product-centric to consumer-centric scope. The value of high-quality content is increasing all the time. The main distribution tool of content is the Internet because it gives companies a high probability of reaching the potential customers. This is where the CGC originates from. I will look at CGC concept in my theoretical framework as one of basis since I am doing a generous amount of content work in my practical part. (Moriuchi 2016, 1.)

There are many forms of consumer-generated content observed on media recently. Some of them are Q&As and reviews. A Q&A technology is a basic user-generated content type which creates an opportunity for customers to get a detailed information in a form of direct response about the certain product or service. The platform could be either the website of the company or independent data sources such as forums. To gain the needed amount of feedback and information customers are able to communicate about the product with both: company and other consumers. Q&As and reviews create a basis for rating system. Rating system is usually performed in a form of stars, where the customers can rate products from 1 to 5 stars starting with the lowest level of satisfaction and ending with the highest. The system counts an average consequently forming the rating of the product. Reviews are a more detailed way for customers to express their observations, they are meant for those clients who are particularly interested in a product. Q&A and reviews are beneficial for both company and consumer since they create an extra channel of communication. (Banerjee 2021.)

3.2 Content strategy for social media

There are numerous ways of creating a content strategy and planning. Usually, the content strategy is created for getting a broader picture of the certain needs that are meant to be met, and types of content that need to be created. Usually, the strategy is created for identifying audience's needs and meeting them by providing appropriate content. The structure of the content strategy often depends on its creator. It can either be an SEO or a brand strategist and creative director. (Papagiannis 2020, 86-88.)

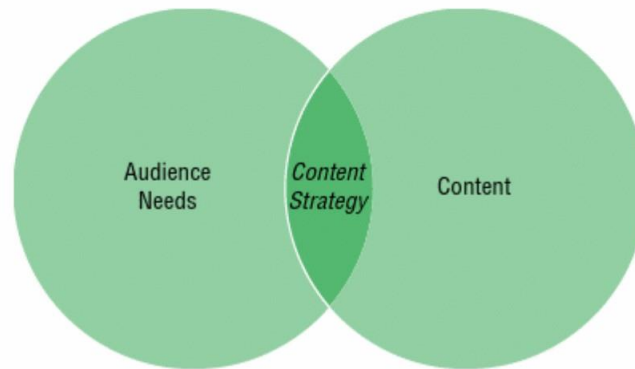


Figure 2. Content strategy. (Adapted from Papagiannis 2020, 87.)

The more detailed the content strategy is, the better and easier it will be implemented. Usually, the strategy creator attaches the content calendar to the strategy itself. Content calendar is made for scheduling copywriting processes, photoshoots, illustration making and posting times for each period of time. (Papagiannis 2020, 88.)

An effective content strategy starts with setting a goal and building the objective, and determining the target audience by analyzing buyer personas. Later on, it continues with content planning, its story, theme and the format, followed by the content creation itself and its distribution among chosen channels. Channels can be either owned, paid or earned. Last stages of this complex process are content amplification, evaluation and improvement. (Kotler & Kartajaya 2017, 125)

The most efficient points to be taken into consideration when creating an informative content strategy are following:

- Brand mission
- The audience and buyer persona
- The problem being solved
- Feedback from the customers, reputation of the brand
- Media channels and frequency of posts
- Broadcasted message of the brand
- Weak points and their improvement

(Papagiannis 2020, 88.)

4. Planning Social Media Marketing. SOSTAC Model for Bakerika.

This chapter will describe the SOSTAC model in details referring to every part of it. The model will be implemented in planning the social media marketing for the commissioning company Bakerika. This chapter will focus on social media in general but mainly highlighting the platforms of Instagram and Tiktok.

In the age of digitalization, businesses promote a lot via social media. One of the crucial parts of promoting digitally is planning. It is vital to set the goals, asses the current state of progress, define the target audience and decide on the strategies. Planning of marketing consists of tactic forming, implementation activities, and other key actions. On this stage, it is helpful to implement innovative technologies, programmed models of planning tools such as SOSTAC model. In this chapter I will describe the SOSTAC model and implement it on Bakerika case. (Chaffey 2019, 147.)

SOSTAC model is a planning methodology developed by PR Smith. SOSTAC abbreviation stands for situation analysis, objectives, strategy, tactics, actions and control. Nowadays, it is widely used by businesses and marketers to structure future strategic actions towards promotion of the product or business. Below, is a visual image of SOSTAC model and its brief description. (PR Smith 2021.)



Figure 3. SOSTAC Model. (Adapted from PR Smith 2005.)

4.1 Situation analysis

The SOSTAC model begins with the stage called “situation analysis”. Its objective is to find out where exactly is the company situated at the moment, what is its current state. Situation analysis involves the conduction of SWOT (Strengths, Weaknesses, Opportunities and Threats.) analysis and evaluation of micro- and macro-environments. In practice, it means reviewing the target audience, potential risks, competitors, the current market situation and company’s role in it. (Chaffey 2019, 146.)

There are several levels of assessment. Audits consists of evaluating efficiency of business in general, marketing of the product or service, and digital marketing. In details, it means assessment of current profitability, customer service, customers’ satisfaction, their loyalty, brand enhancement. When considering online marketing, the analysis is being done on following levels: website visits and their quality, amount of followers on social media platforms, promotion costs and satisfaction of the visitors after their digital experience. The next step is the resource analysis which involves evaluation of financial, human, technological and data resources. It is needed to have a broader understanding of the current state of development. (Chaffey 2019, 148-152.)

4.1.2 SWOT analysis

This chapter is representing a SWOT analysis for Bakerika to have a clear understanding of the current situation of the business. The analysis will also help to discover the main factors which will be helpful in creating the social media marketing strategy and promoting the company.

SWOT analysis is a general analysis of company’s current performance. The SWOT acronym stands for strengths, weaknesses, opportunities and threats. The analysis consists of analyzing internal and external factors. Strengths and weaknesses are considered internal, whereas opportunities and threats refer to external. The SWOT analysis is helpful in achieving marketing goals of the business. (Armstrong 2022, 78.)

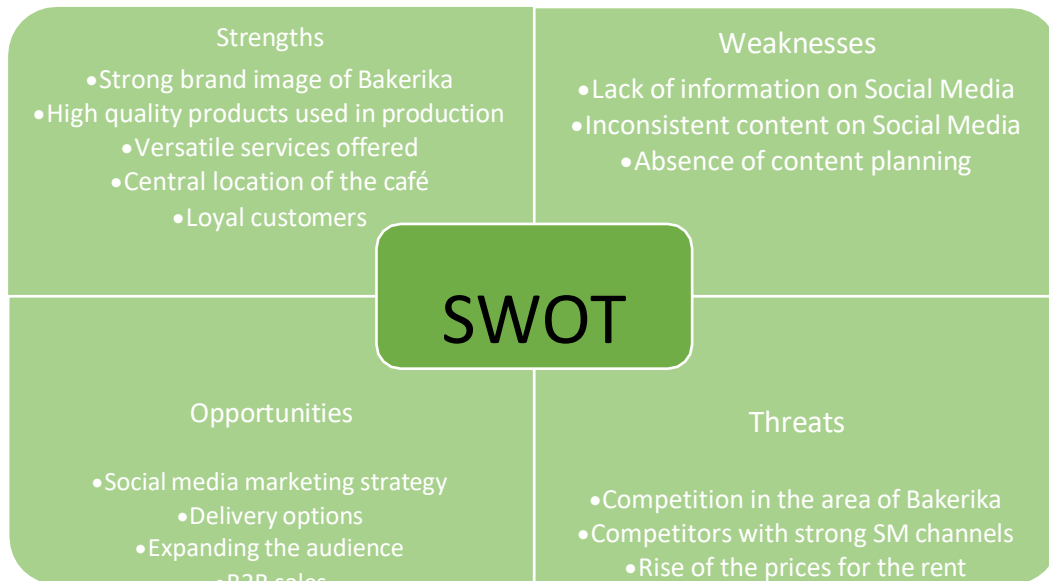


Figure 4. SWOT analysis for Bakerika. (The model adapted from Armstrong 2022.)

4.1.3 Values, vision and mission

To define and plan strategies, it is vital to determine the vision, mission and values of the brand. It is important in order for the brand to stay authentic and loyal to its initial goals and unique direction.

Values are the base of the company's philosophy and they determine brand's corporate culture. Values create a common goal and spirit for the employees and keep them motivated to stay together and develop common ideas. (Jaffe 1993, 19.) Defining values is a first step before defining vision, mission and strategy because they create a standard for employees to follow while working and fulfilling corporate objectives. In decision-making process, brand values are often helpful in making a final choice since employees are never mistaken by following the corporate values. Nevertheless, peoples' values inside the company are likely to differ, consequently, it is crucial to distinguish working ethics and negotiate common values and rules in order to avoid conflicts. (Jaffe 1993, 21.)

Vision can be defined as a picture how the company sees the common purpose unfolding. A vision is a symbiosis of brand's values and goals, and even though it is mainly focused on the desired future, its determination happens when taking into account the current situation. For the vision to be as efficient as possible, the future and current pictures have to come along. (Jaffe 1993, 73.) Visions have to be flexible since they are usually developed for a long-term perspective. They also have to be certainly defined for the clear working strategy. Usually, vision helps companies to create a common sense for the employees and it keeps them with holding up to the same goals. Well-

defined visions are a fundamental base for company's purposes, actions and future success. (Jaffe 1993, 74.)

Mission statement is a crucial part in any planning strategy. For arising interest and excitement among the customers, it is often recommended to describe the company's and personal mission along with each other. An organization being led with a personal statement and mission is always attractive for the customers because it feels personalized and deep. The mission is strongly connected to analysis of the external environment. The statement of mission is formed from feedback collection from both customers and employees to understand if the company is correlating its internal and external views. Since the mission is forming a direction of company's growth, determining the key factors to be pleased when forming a strategy and defining the needed opportunities and desired standards for the certain goals. The mission statement also provides a precise perspective of what the company is offering and aiming for. (Jaffe 1993, 62-62.)

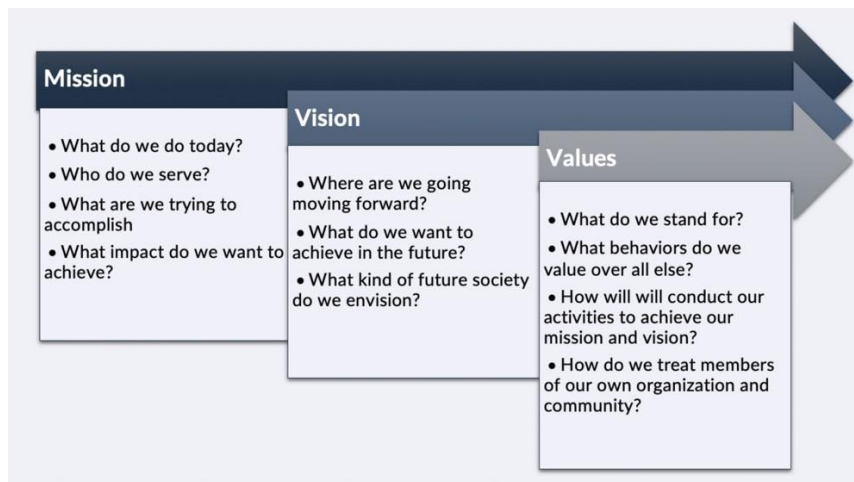


Figure 5. Mission, vision, values. (Adapted from Mitchell 2021.)

Bakerika is not only a café, but also a catering. Bakerika is a brand built around owner's personality. Erika is the owner of the brand and her story began in an early childhood with her hobby of cooking. Consequently, the brand image is extremely individualized and based on Erika's personality. The main values of Bakerika have always been the realization of love, hobby and warmth through the business. Bakerika's vision is focused on broadening horizons, expanding the community and publishing the whole story in a form of a book in terms of inspiring people in finding themselves. Bakerika is a very honest, open and sincere brand with a mission of connecting people and bring joy to the world. The products and services of the brand has always been done by the owner herself because it is vital for her to take a major part in all processes. Later, Erika started getting help from few other coworkers since the number of the orders was growing but still, every order is guaranteed to be controlled and even often delivered by Erika herself. (Bakerika 2022.)

For Erika Poussa, one of the main values in leading social media accounts of Bakerika is to share her story and give the customers a feeling of community belongingness. In Instagram posts and TikTok publications, Erika is often playing the role of the main character and performing as a face of the brand. For the TikTok account, the majority of clips are filmed on her own. In her vision, the brand owner being the main character of the business is both crucial for her and beneficial for the social media engagement rates. She enjoys and feels confident about sharing her life and brand values online and with help of that, her brand is authentic and special.

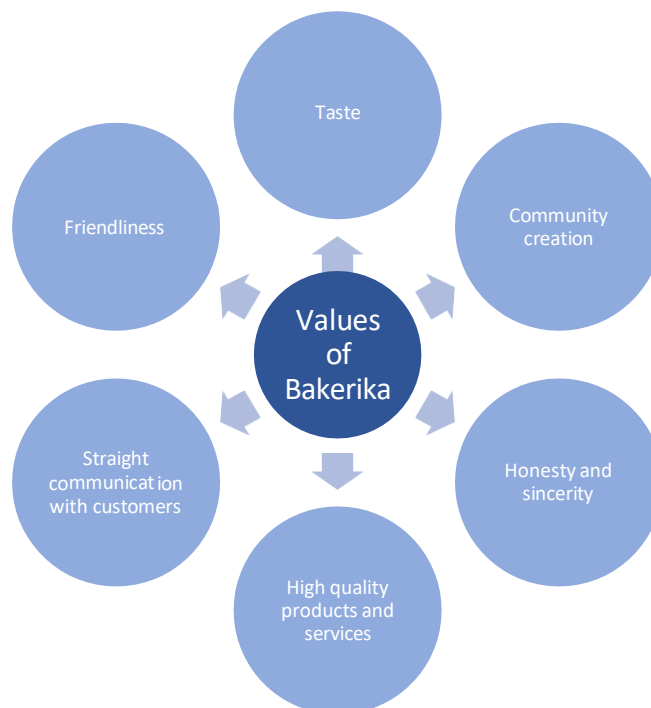


Figure 6. Values of Bakerika. (2022.)

4.1.4 Current content analysis

Currently, Bakerika is presented on several social media platforms. They are Pinterest, Facebook and Instagram. In this chapter, Instagram and Tiktok pages are reviewed and analyzed. In addition, a recommended content plan is formed and attached.

Bakerika is active on social media and is posting almost every day on TikTok and more rarely on Instagram platform. Instagram posts are usually published 3 times a week. Bakerika's theme color is blue and cold shades such as cold purple are often implemented in content creation. Instagram

posts are majorly edited in an app with the use of purple retro filter. The filter correlates with the common brand color and creates the identity.

Nevertheless, cold shades are not likely to associate with the coffee, taste, bakery and coziness. It is vital to find balance between brand's identity and people's perception. Usually, customers associate bakery products, cakes and coffee with warmth, coziness and taste. Therefore, my recommendation is to switch to the warmer shade of profile feed with sticking to blue elements. Below, I will demonstrate the current situation and recommendations.

In general, all publications are authentic and have a certain theme. Profile visitors can observe the brand owner Erika in publications which creates a person-based brand image and attracts attention. It creates a feeling of being a part of the brand and community. Generally, the content is somewhat lacking a plan and a structure since it is challenging to observe the subsequence and ideology. There are no clear pictures of products and services that are being sold, which creates a challenge of understanding the products and services the company is offering.

TikTok content of Bakerika is live and very close to customers. Erika herself films the short videos and edits them. Mainly, the video content is showing processes of baking, delivering orders, communicating with customers and selling goods. Based on feedback on social media platforms, it is possible to state that Bakerika has a positive image among its customers. On top of that, it is seen that Bakerika attracts new customers through the social media because customers share their experiences of seeing Bakerika's videos in trends of TikTok and getting curious about visiting and tasting. Nevertheless, the TikTok content of Bakerika is spontaneous and somewhat lacking the structure.

For the TikTok, it is recommended to have a clearer structure of the videos, adding versatile videos in an experimental format and adding professional edition with creating representing covers for the profile's feed to look coherent and holistic.

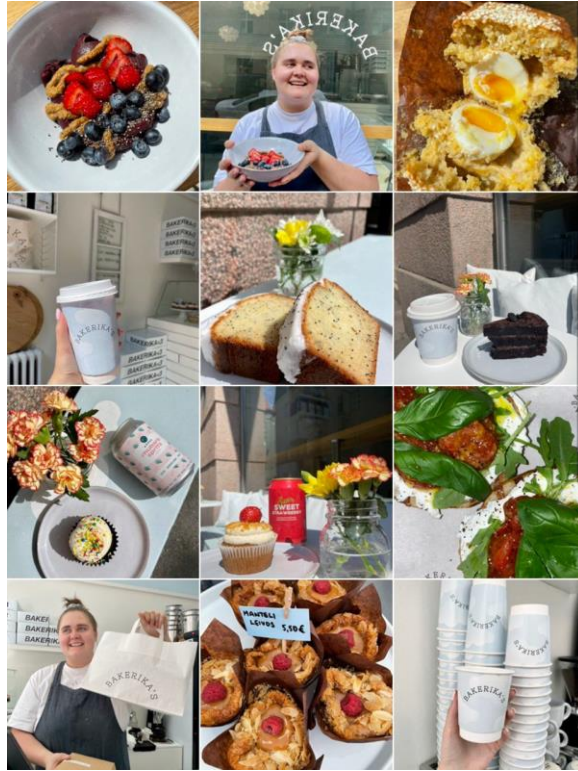


Image 6. Content plan developed by the thesis author. June 2022. (Instagram 2022.)

4.2 Objectives

Objective setting plays a significant role in any strategy, especially in case of company's interest in making profit. To get a desired result, companies have to set explicit goals and make sure that the workers are ware of their duties. One tool of clarifying goals is a SMART technology. SMART classifies goals and stands for specific, measurable, actionable, relevant and time-related. For digital marketing, SMART plays a principal role because it helps to track the traffic, costs and value. Following the SMART model, companies can easier asses their aims and their relevancy. (Chaffey 2019, 157.)

Definition of objectives is also designated by efficiency and effectiveness. It is considered as a meaningful tool of measuring the significance and potential realization of objectives. The efficiency rate stands for estimating the needed resources and time to proceed the set objectives. The effectiveness is measuring the productivity of the objectives and the extent to which the goals are fulfilled and expectations met. To measure performance of the chosen strategy there are three main

factors that can be classified as sales volume and profitability, cost-per-acquisition and conversion efficiency. These factors are usually compared to target or previous time periods, between corresponding product classifications. Additionally, marketer often measure an average traffic, order and landing page. (Chaffey 2019, 159.)

4.2.1 SMART objectives

Using SMART objective setting is an efficient tool for marketing strategy planning. In this chapter, objectives for social media improvement and growth will be set based on SMART technology. The quantitative objectives of Bakerika are set in a format of SMART objectives model.

Objective 1: Creating a clear content plan with regular posts (S) two times a week (M), with a weekly planning schedule (A), following the social media strategy (R), within next 6 months (T).

Objective 2: Increasing the number of Instagram followers (S) from 4.280 to 6.000 (M), with clear posting plan (A), following social media plan (R), within next 6 months (T).

Objective 3: Increasing the number of TikTok followers (S) from 6.320 to 10.000 (M), with clear posting plan (A), following social media plan (R), within next 6 months (T).

4.3 Strategy

To determine the most relevant strategy for set promotion goals, the first actions are the analysis of all possible potential strategies and metrics evaluation. It is needed to understand which option is the most suitable for the company's values, objectives and capabilities. Marketers have to assess the situation properly in order to achieve desired goals. (Chaffey 2019, 160.) In strategy forming, determining the target audience and positioning are one of the main parts, coming along with definition of competitive advantages in the market. Companies should clarify the content and value proposition they are positioning in order to create necessary digital experiences among customers. In addition to that, businesses should focus on how the products and services can be developed, analyzing the competitive strategies and choosing the communication tools and channels. It is significant to find the representatives of the brand and locations for the sale of the products and take care of maintenance of the customers. (McGruer 2020, 343.)

Strategies are the most efficient when they follow a certain business goal such as increasing the loyalty of customers, multiplying the online sales or attracting new segment of the audience. For the strategy to be coherent, it is good to evaluate business's commitment to digitalization and the level of online channels and tactics development. According to Chaffey (2020, 85), there can be 8 possible strategies to choose among: product development strategies, companies and revenue

representations, target audience strategy, positioning strategy, consumer engagement and digital strategy, distribution and communication among several channels strategy, digital communication mix and forecast. (Chaffey 2019, 165-185.)

4.3.1 RACE Planning system

In the age of social media growth it is crucial to have an understanding of social media algorithms and plan campaigns carefully to get the most profitable result possible. RACE Framework was developed by Dr. Dave Chaffey in 2010 with an aim of helping business to structure their promotion via social media marketing. One of the main advantages of RACE Model is that it is easily customizable and applicable at any business structure. (P)RACE stands for:

- Plan
- Reach
- Act
- Convert
- Engage

(Chaffey 2022.)

Plan

Plan is the first and basic stage which is responsible for structuring the goals and objectives and comparing possible social media strategies. The first phase is helpful in ensuring if the chosen social media strategies are aligned with the main business objectives and goals. Additionally, on planning stage, companies optimize and manage online communication channels. (Chaffey 2022.)

Reach

Reaching stage in PRACE model is crucial in a sense that it stands for spreading awareness of the brand, and products and services it is distributing. On this stage, the company is choosing main offline and online communication channels which will be tracked and controlled. By digital channels, authors mean social media platforms, websites, forums and connected links. The main objective is to reach the biggest possible audience and to raise need and interest in company's product among potential customers. (Chaffey 2022.)

Act

“Act” stands for a shortened version of “interact”. For marketers, encouraging customers in digital communication is a puzzling task, and plays a vital role in marketing process. During the act phase, the main challenge is to persuade potential clients in taking actions on company's website and make the next step or several. The act phase also means encouraging involvement in company's actions and tracking time spent on the website. For example, customers' reposts and tags

on social media can be one option. Sharing opinions and satisfaction levels through the review section is also a good tool for companies to communicate with customers and receive an honest feedback. Nevertheless, objectives should be set individually for each case and company. (Chaffey 2022.)

Convert

Convert stand for conversion to sales through both offline and on online cannels. Conversion rate is considered successful when the customer has not only visited the website and received the information about the company's production, but also acquired the product and satisfied the needs. The statistics are taken both from online purchasing channels such as website, intermediary web-sites and online-stores, and offline distributors. (Chaffey 2022.)

Engage

Engagement stage is the las one in PRACE marketing model and stands for establishing trust and customers' loyalty. Loyalty is about turning the one-time buyers into loyal customers and maintain their trust in a long-term prospective. The most helpful tools for maintaining customers' attention are regular email notifications about special offers, occasional sales and new products, active maintenance of social media platforms such as regular posts, and direct communications with the clients. Usually, the engagement is measured by tracking the percentage of returning customers, followers and general interest on digital cannels such as social media platforms. (Chaffey 2022.)



Figure 3. RACE Marketing Planning Framework. (Adapted from Chaffey 2022.)

4.3.2 7P's strategy

One of the strategies is a 7P's marketing mix strategy which allows companies to plan objectives and structure them. According to McGruer (2020,330), 7P's stand for price, place, product, promotion, process, people, and physical evidence.


Price section stands for decreasing the costs by developing the manufacturing and making the products more valuable and competitive in the market. Place section is aiming to answer a question of "Through which channels are products and services reaching out the customer?". Product step is focusing on what products is the company selling and how they correlate with potential customer's needs. Promotion plays a role of a set of communication channels used to reach the target audience of the product. The process stage is focused on the implementation of the initial plan, such as hiring needed people, organizing processes and delivering products and services to the customers. People is the next step which corresponds to well-educated and acknowledged staff, organizing customer service and support on relevant levels. The physical evidence of the company means the offices, websites, intermediaries, annual reports, and other thematical business appliances. (McGruer 2020,330.)

Price	<ul style="list-style-type: none"> • High quality coffee (€ 4-6) • Bakery products (€ 4-8 per piece)
Place	<ul style="list-style-type: none"> • Cafe in Helsinki, Punavuori • Website, social media profiles
Product	<ul style="list-style-type: none"> • Catering services, wedding cakes + delivery • Bakery products, beverages, cold warm drinks, high quality coffee
Promotion	<ul style="list-style-type: none"> • Seasonal menu and offers (Pumpkin products, christmas theme, summer drinks.) • Social media platforms (Instagram, TiTok, Facebook.)
Process	<ul style="list-style-type: none"> • Social media strategy, social media marketing plan, customer engagement • Organization of online ordering process
People	<ul style="list-style-type: none"> • Friendly and caring personnel • Collaborations with bloggers and interesting brands
Physical evidence	<ul style="list-style-type: none"> • Improving visuals on social media platforms and structuring them • Engaging customers online to visit the offline cafe

Figure 7. 7P's objective setting on Bakerika case. (Adapted from McGruer 2020.)

4.3.3 Consumer persona

Creating customer personas is a common, widely used tool in definition of brand's current audience and understanding the potential audience. Persona creation aims to look at people's motivations, values, struggles, demographics, personal traits, needs and habits. Creating personas can help the brand to understand how to modify and improve the product or service depending on its target client's preferences. The final product and service should correlate with the customer persona in order to meet the needs and fulfill the desires of the audience. Often, marketers create several personas in order to have a broad view on the work scope. (International Journal of Human Computer studies 2021.) When forming a strategy, it is helpful to understand the customer's ideologies, goals and preferences. In this subchapter, an ideal buyer persona for Bakerika is presented.



Bakerika / Ideal User Persona

Janette Wilson

Age: 25
Status: Undergraduate

Customer Profile: A busy PhD Student who needs a quiet place to study without distractions and meet her friends and boyfriend during the free time. Her favourite drink is coffee and she loves pastries. She has a healthy lifestyle and holds a vegan diet. She appreciates her time and needs quick service and values high-quality food. Janette likes posting on Instagram, so she likes nice-looking, cozy places.

<p>Motivations</p> <ul style="list-style-type: none"> • High quality products • Good taste • Nice looking space • Quiet atmosphere 	<p>Personal traits</p> <ul style="list-style-type: none"> • Open-minded • Active life-position • Curious • Interested in trying new things
<p>Priorities</p> <ul style="list-style-type: none"> • Versatile menu (Including vegan options) • Breakfasts menu and pastries • Alcoholic beverages such as champagne • Brand authenticity 	<p>Demographics</p> <ul style="list-style-type: none"> • Helsinki • Punavuori, Viiskulma, Kamppi • Tampere (getting to know through the social media and coming to visit)

Figure 8. Ideal customer persona for Bakerika.

4.4 Tactics

The tactics section of SOSTAC model is a more detailed form of strategy, meaning the exact way how to achieve set objectives. Tactics can also mean methods which will help the company to get to the desired final result. When forming an appropriate tactic, businesses should consider the

current audience, data about it and what do they look for when consuming digital content, which tools would be the most efficient to engage customers into communication and attract their attention to pursue the future purchases. It is proficient to analyze, which channels are going to be used to reach the market and audience. The tools can differ and the examples are: emails, content marketing and promoting, digital platforms and social media platforms. Tactics should be informative and versatile in order to give a clear understanding and set realistic expectations. (Nilsson 2022.)





Tactics can vary significantly and some of the examples of tactics according to Nilsson (2022) are following:

- Content plan
- Tactical Matrix
- Gantt Chart
- Campaigns about customers' life cycles

4.4.1 Content plan

When planning marketing strategy, it is beneficial to structure and plan the potential publications. Drawing a clear plan gives the team an opportunity to stay on-time, organized, coherent and is helpful in managing other work tasks. The content plan is usually developed by one person but it should be structured well in order for other workers to be able to follow it in case of unplanned circumstances. The plan of posting is a detailed model where the information is usually listed in a form of a table with the images, days and texts. Having a relevant plan helps an organization to priorities, manage the time and optimize the future actions. (Champion 2018, Chapter 4.)

Table 1. Content plan for Bakerika's Instagram. 2022.

Title	Platform	Image	Text	Status	Date	Statistics
Lemon cake	Instagram		Sitruuna-unikko loaf.	Posted	19.9.2022	130 likes
Summer combo	Instagram		Enjoy our summer combo for a special price! Beverage + cake!	Idea	Summer season	
Breakfasts at Bakerika	Instagram		Come try our breakfast offer - early bird muffin! Yummy!	Idea	25.11.2022	
Special autumn offer	Instagram		The start of autumn season! Come try our pumpkin and apple pies!	Idea	1.9.2022	
Product viewing	Instagram		Fariinisokerimentelikakua, dulce de leche, suomalaista vadelma.	Posted	6.7.2022	135 likes

The content plan above is a preliminary plan for Bakerika's account on Instagram platform. The plan consists of 7 graphs, which are title, platform, image, text, status, date and statistics. The images are made by thesis author and are added to the table for a visual understanding and possibility to plan visuals relevantly. Two of the content ideas have been posted in summer and autumn and gained from 130 to 135 likes among followers. The rest graphs and ideas are suggestions for Instagram publications and can be reviewed by the business owner.

4.5 Actions

Actions section of SOSTAC is implementation of all the previous steps: situation analysis, objective setting, strategy planning and choice of tactics. Actions can be formed based on 90-day action plans in a form of table or presentation, and the main skills needed are management and time-management skills at this point. For the actions to be structured and well-organized, it is needed to follow the calendar and media schedule formed on previous stages of the process. (Chaffey 2019, 146.) It is also vital to optimize the content on the website and other distribution channels in a way that it is issued evenly and in a chronological order. Usually, to pursue the most efficient actions, it is recommended to detail the tactics. In this case it means to assign the tasks to certain people and form clear instructions of what has to be done in terms of the content and timing. (McGruer 2020, 343.)

Table 2. Action plan for Bakerika's social media platforms. 2022.

Platform	Content type	Description	Topic
Instagram	Photo	Picture of the wedding cake, informing the audience about catering opportunity	Catering
	Photo	Seasonal drink + special offer	Seasonal offer
	Photo	Repost of the t'customer's photo, showing the oppennes to communication	Repost
Tiktok	Video	Live video of baking process	Processes
	Video	Video of wedding-cake delivery	Catering services
	Video	Video of a routine customer service	Customer service

Above, a preliminary action and posting plan for Bakerika's social media platforms is presented in a format of table. The table has 4 rows, which are platform type, content type, description of an action and a topic.

4.6 Control

The last but no least step is controlling the organized processes and tracking the results. The most coherent way to control is considered to be the KPI (key performance indicator) tracking. It is advised to create the separate KPI's for every chosen and implemented tactic with the link to the goals. It is also recommended to implement dashboards, tables, presentations and other structuring tools to organize the processes. (McGruer 2020, 343.)

To monitor the performance, there are basic factors distinguished and considered as a helping tool. According to Chaffey (2019, 146) they are following:

- Classifying and prioritizing actions
- Collecting both qualitative and quantitative feedback starting with qualitative analysis
- Using reporting platforms as secondary tools
- Regularly reviewing the process by tracking methods
- Engaging people into process

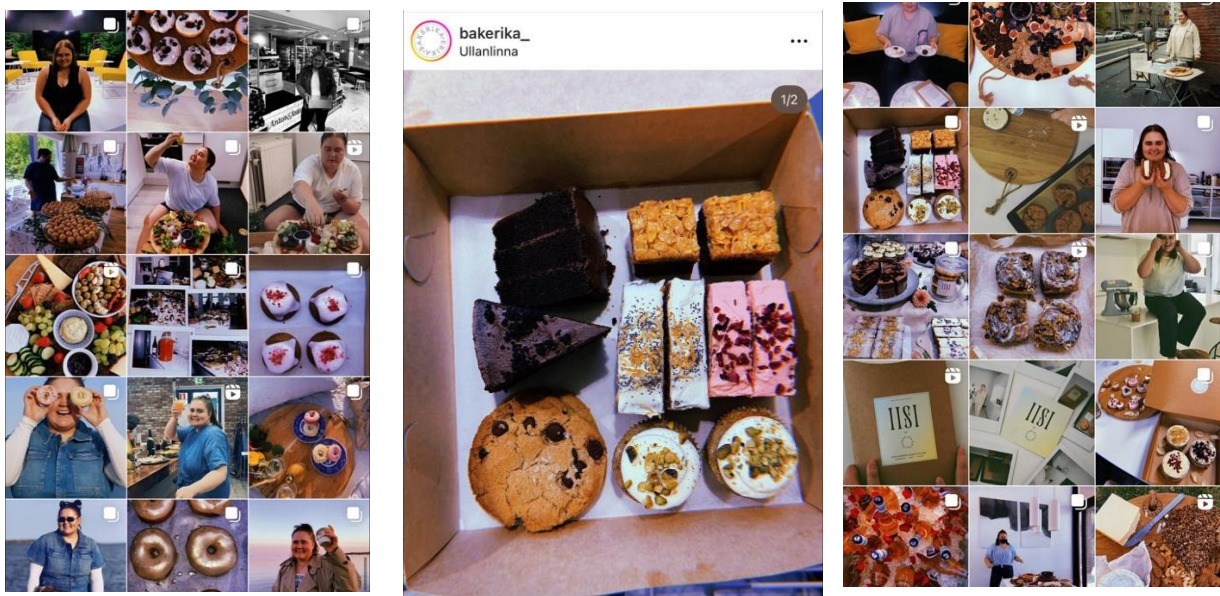
PRSmith states that the measurement of the success and processes also include tracking the costs and potential risks. It is crucial to take into account in order to plan the budget and consider potential extra fees arising during the process. Some of the metrics are only in need of financing and others also require a certain set of skills and analytics such as data on the target audience. (PRSmith 2022.)

The key performance indicators for Bakerika's Instagram profile by which the success can be measured would be the amount of views on posts and stories, the amount of likes on publications and stories posted, the comments: their number and quality of feedback. Moreover, tracking the followers, the engagement and reach rate is also an informative tool. The detailed data can be received and analyzed on the statistics section on Instagram by the owner of the page. The current state of Bakerika's Instagram page is following: 4.280 followers. The objective (subchapter 4.2.1) is to gain 6000 followers within next 6 months.

For the Tiktok, the main influencing factors in Bakerika case, would be the amount of views, savings and likes on the videos. Comments are also informative both on Instagram and Tiktok because they are a straight communication tool with the customers. TikTok is a fast-growing platform, so, reaching the bigger number of followers would also be an essential growth rate. The current TikTok account of Bakerika has 6.321 followers. The objective of next 6 months is to gain over 3.500 followers and reach the number 10.000. The number might sound unrealistic but TikTok is a fast-growing platform of fast content with wide audience. Consequently, the goals of growing on this platform may be set high.

5. Preliminary results

In this chapter, the preliminary results will be observed and analyzed. During the project, there has been one a lot of content creation work. Content creation was mainly experimental and has a recommendation form meaning that it was partly used by the commissioning party. The content creation consists of photo making, video filming and creating a survey for the brand's Instagram. The results will be described, shown and compared below.



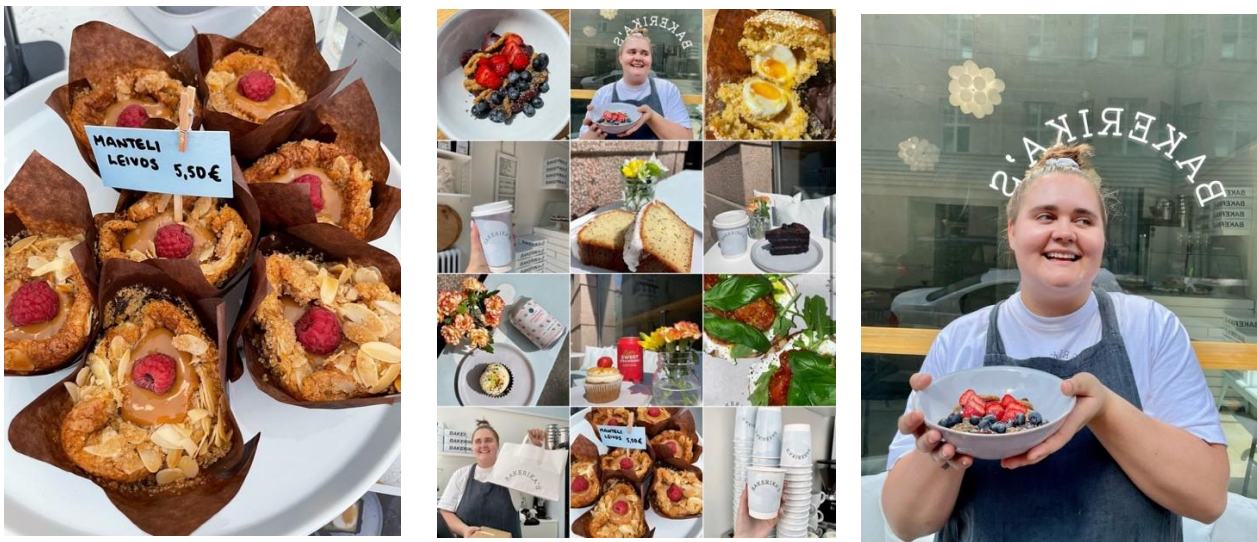
Images 7,8,9. Instagram profile of Bakerika. (Instagram @bakerika_. 2022.)

Above, the initial Instagram feed of Bakerika is shown. The initial images and photos are edited in a common style with the usage of purple shade filter in the FujiFilm app. The ideology and coherency of the profile is positive. Nevertheless, from an aesthetical point of view, the usage of the common bright filter is not recommended in order to save an authenticity of every picture. Generally, the publications are lacking structure and the idea, they are posted in a spontaneous, chaotic way. The products of Bakerika are not clearly shown on the social media which might create a challenge for the customer to understand, what exactly the company is selling. It brings the firm to a risk of losing potential customers.

Below, there is a preliminary Instagram feed suggestion created by the thesis author. The idea of the author was to stick to the brand's color, which is blue but switch from the purple shade to the more natural colors in order to create warmer feelings and associations with food for the customers. Food and especially bakery products such as cakes, muffins, buns and cookies are associated with such colors as beige, brown, milky and pink or red in case of berries being used. When

creating the content for Bakerika, the main objectives were to leave the profile authentic, show the products in details for the customers to get hungry and curious about tasting them, and offering introducing the profile visitors to possible combinations such as beverage + cake, special and seasonal offers.

One of the main priorities of Bakerika's social media pages is to stick to the owners personality and to spread her story widely since it is extremely exciting. Erika is a founder of the business and bakes or controls the majority of pastries on her own. This fact is one of the vital factors of Bakerika's ideology. Bakerika is aimed to show the customers its closeness to the people, openness and sincerity in what they are creating. When making the content for the marketing strategy, it was vital to display Erika's participation in the processes. Therefore, below, pictures of Erika in process are observable.



Images 10,11,12. Content made by Elizaveta Akimova for Bakerika. 2022.

Two posts prepared and planned by the thesis' author were published on Bakerika's official Instagram account. The statistics were following: The first post was posted in July and gained 135 likes and 2 comments and the second post was published in September and gained 130 likes and 2 comments. The statistics are average among the other Instagram posts of Bakerika.



Image 13. Instagram 2022. (@bakerika_)



Image 14. (Instagram 2022. @bakerika_)

Besides the posts, I have also conducted a survey on Bakerika's Instagram page with a seasonal fall theme. The questions were:

- What would be your autumn favourite? (Apple pastries or pumpkin pastries?)
- Bagels or Focaccia?
- Bagel topping of your dream (Open answers, followers could offer their options.)
- What is your favorite pastry in Bakerika? (Muffin, chocolate cake, red velvet muffin, lemon loaf.)

The statistics showed that the number of accounts reached was 1,537, 1,441 of which are followers and the rest are non. Active participation was taken by 522 followers. Below, the screenshots from the statistics are attached and can be observed. Active participation and customer engagement was reached well and the Bakerika's owner was satisfied with the results and active communication with the followers.

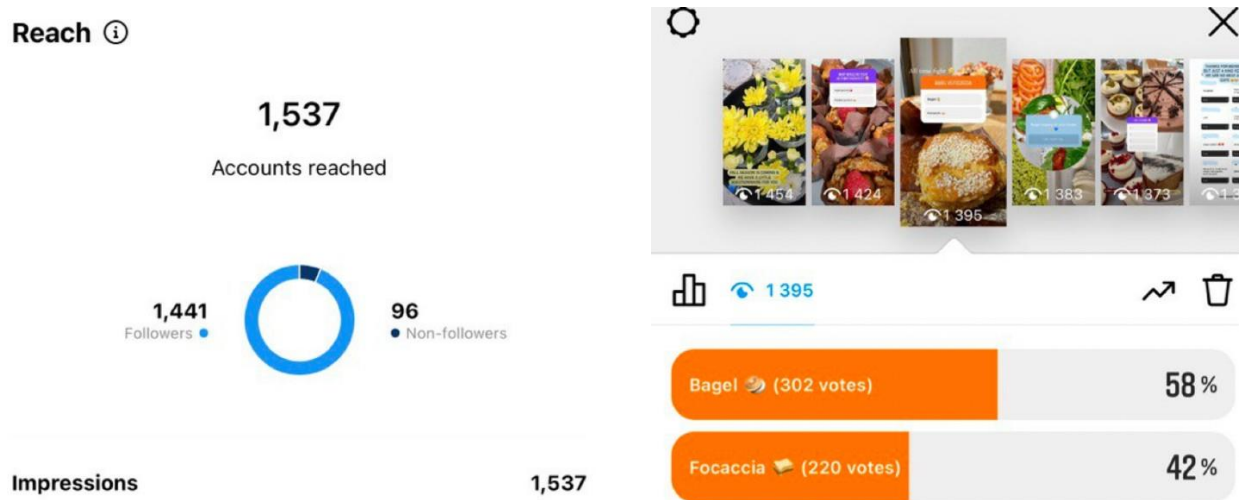
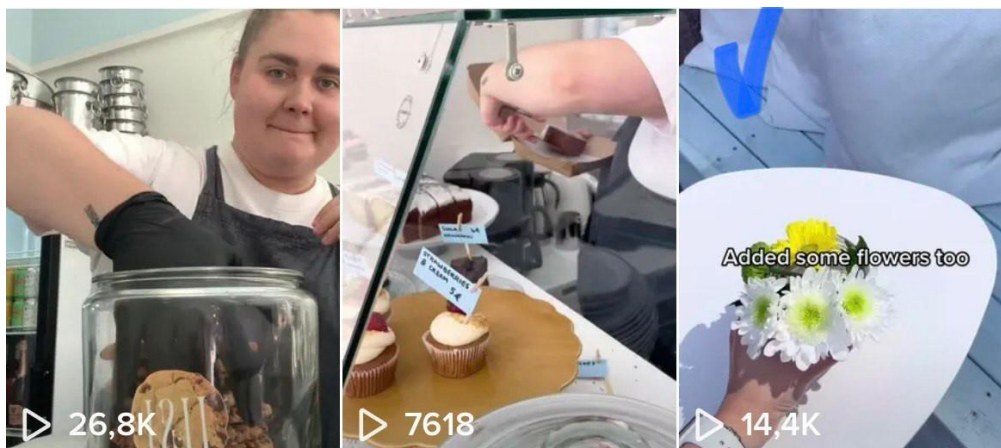
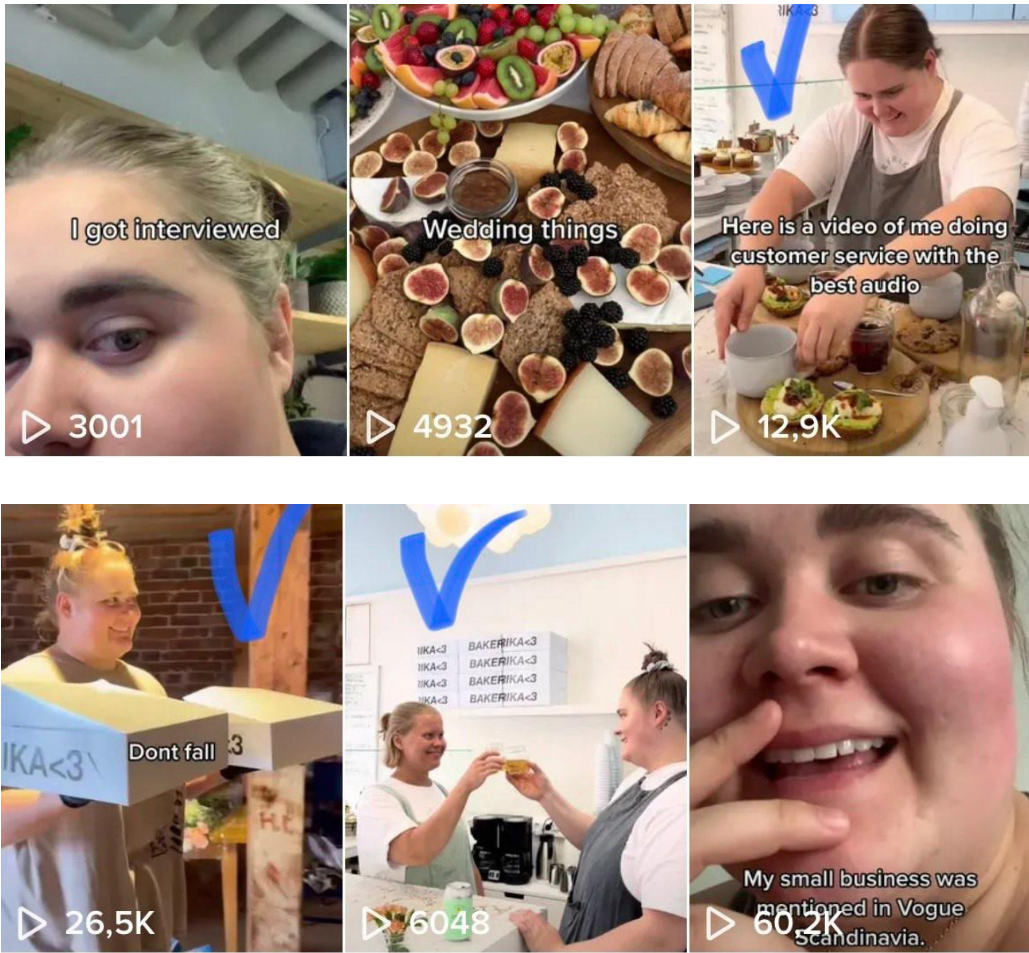


Figure 9. Statistics of the survey. Instagram. 2022. (@bakerika_)

Tiktok is the mostly used social media platform by Bakerika, since the owner Erika prioritizes sharing the processes and being honest with the audience. Tiktok allows her to do so. Videos is a more live format than photos which makes them interactive and entertaining, allowing the creator to share in details and in a more informative way. Bakerika has posted several videos created by me and the results will be shown below. The videos done by me are highlighted with a check mark. The views are 14,4 thousands, 12,9 thousand views, 26,5 thousand views and 6050 views. The videos were created and edited by me with help and hints from Erika. The themes of videos were decorating the summer terrace of the café, customer service in action, wedding naked cake delivery and the taste testing of new lemonades. The most popular video was the wedding cake delivery. It gained 26,5 thousand views, 1370 likes, 22 savings and 2 comments.





Images 15,16,17. (Tiktok. Bakerika's official account. 2022.)

6. Discussion

This chapter will summarize the conducted work. It will include summary, self-reflection of the author and recommendations for the commissioning company.

6.2 Summary

As stated in this thesis, Social media are playing a role of the main communication channel for businesses. It is a vital tool of communication, engagement and feedback collection. To be successful on social media, brands are recommended to post regularly, having clear objectives and versatile content and being analytical in terms of their target audience. (Chaffey & Ellis-Chadwick 2019, 29.) Instagram is considered to be the leading platform among other social media pages. Currently, many businesses use Instagram for promotion and maintenance of communication with the existing customers. On Instagram, businesses are able to use diverse communication tools and track the traffic via analytical and statistical tools of Instagram. (subchapter 2.3)

Bakerika was chosen as a commissioning party because of the author's interest in restaurant industry and social media marketing for small businesses via Instagram. Based on chapters 2 and 3 it has been evaluated that it is vital to plan and when managing social media for business. The SOSTAC model used for the development of social media marketing is shown to be an efficient and clear tool for planning and analysing. (chapter 4)

A crucial part of social media marketing is content marketing. Chapter 4 is explaining why a visual part of social media marketing is essential. It is also notable that consumer-generated content and a content plan are substantial parts of social media strategy. Consumer-generated content helps the companies to straightly communicate with their customers with such tools as Q&A, and the content plan (table 1) is a necessary tool for setting priorities and structuring work.

The final section of this thesis (chapter 5) is a preliminary result of the SOSTAC model implementation, which shows the author's observations on strategy's efficiency and its work in practice. To give the reader a wider understanding, there are several figures, tables and images attached in order to create a visual perception of the project.

6.3 Recommendations

The outcome of the thesis is an individually developed SOSTAC model for a café and catering business in Helsinki, Finland. It is recommended to analyze the data properly in case of implementing the strategy in work. It is also crucial to have a broad vision and deep knowledge of the company's values and business organization in order to be able to use the strategy and plan properly.

It is vital to keep in mind that the SOSTAC model and general marketing planning tools may differ depending on business field, current situation and other major factors. I am also noting that the sources used in this work are the most relevant at the moment of writing. It might be a risk to use them later in the other works since they might become incoherent at that time.

6.4 Self reflection

The process of thesis writing was a major and one of the biggest projects I have conducted during my studies. I always enjoyed writing essays and analytical texts but thesis was a mix of all of the writing types I have done previously. I feel that my studies have improved my skills of writing and data analysis significantly. Marketing and related to it class have always been my favorite. Therefore, it was not difficult to collect the information for my topic. I was enjoying the process a lot and I gained a lot of new knowledge when developing my project. Social media marketing was not a major topic during my studies but this fact somewhat created an interesting challenge for me. I did one of my internships in a communication agency, where I had to plan, communicate with customers and do the operational tasks a lot. It was a useful experience in a sense of planning my time and improving communication skills. When writing my thesis, I was often referring to my knowledge gained at the university, and experiences gained during the work placement.

The most highlighted part of thesis writing process for me was the communication with the owner of commissioning company. Erika is a young girl with an extremely interesting story and personality. Her brand inspires me a lot and it felt like an honor to be a part of her business for some time and participate in a such significant process as social media marketing. I was happy and excited to help her creating photos, videos and surveys, and sharing my experiences and advice.

I see content marketing, social media strategy and SOSTAC model studying as the most practically applicable and useful parts for me. I feel like that because I often take photos, film videos, feel connected to social media and help my friends with that in my every day life. The knowledge gained during the writing process will definitely be used me.

The writing process in general was a quite difficult task for me. The most puzzling parts were finding the quality parts I would trust, filtering the data I need for my chapters and organizing my time properly. Sometimes, I had to delete the whole chapter after fully writing it because of being not careful enough or researching not deep enough. For the future, I would recommend myself to plan such global projects properly and being more careful.

To conclude, my thesis writing experience was positive and challenging and the same time. I enjoyed writing, getting new knowledge, creating content and analyzing. A special pleasure along the way have been discussions of my thesis with my commissioning company and coordinators.

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Appendix 1. Interview questions.

- When was the Bakerika brand founded?
- How did the brand story start?
- What was the inspiration of the brand owner?
- What products and services does the brand offer?
- What are the ideology and values of the brand?
- What is a perfect buyer persona for Bakerika?