



## **Social Media Marketing Plan for restaurant Ciao! Pizza & Burgers**

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## Abstract

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<p>The competitive landscape of the restaurant industry, characterized by narrow profit margins, necessitates a well-defined marketing strategy and, consequently, plan. Particularly in the aftermath of the COVID-19 pandemic, restaurants have pivoted their focus towards strengthening their online presence to navigate challenging economic circumstances. With the ubiquitous use of mobile phones and social media platforms, harnessing the power of social media has become imperative for restaurants seeking to thrive in this digital age.</p> <p>This product-based thesis was commissioned by the restaurant Ciao! Pizza and Burger, located in Pohjois-Haaga, Helsinki. The primary objective of this thesis is to develop a comprehensive short-term social media marketing plan. The aim is to enhance the restaurant's online brand visibility and attract new customers within a condensed timeline of four weeks.</p> <p>The thesis is structured into two main components: the theoretical framework and the final product – the social media marketing plan. The theoretical framework delves into the significance of social media marketing in the restaurant industry, elucidating the distinction between paid and organic advertising. It also highlights the key social media platforms pertinent to restaurants, namely Facebook, Instagram, TikTok, and WhatsApp. Additionally, it explores the details of social media planning, encompassing customer understanding, buyer personas, and content creation strategies. The second component of this thesis, the resulting social media marketing plan, integrates insights from competitor analysis, semi-structured customer interviews, an interview with the restaurant owner, and on-site observations. These methods provide a deeper understanding of the business model and customer base, informing targeted strategies within the plan. The social media marketing plan contains content strategies for the restaurant's Facebook, Instagram, TikTok and a content calendar of four weeks.</p> <p>The thesis planning process commenced in October 2023, with the writing phase concluding in May 2024. The primary takeaway from this research underscores the importance of having a marketing strategy and creating a plan for effective marketing on social media. Additionally, it emphasizes the significance of cultivating engaging content focused on storytelling, behind-the-scenes insights, and user-generated content to foster trust and connection with the audience. Moreover, the author discovered that developing a streamlined content creation process is vital for small restaurants with limited resources.</p> <p>The party commissioning the plan appreciated the strategic insights and practical recommendations, recognizing their potential to enhance their online presence and prompt business growth.</p>
<b>Key words</b> Social media marketing, social media marketing plan, content calendar.

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## 1 Introduction

In 2022, Finland's restaurant sales rebounded following the adverse effects of the COVID-19 pandemic (Väisänen 2022). However, in 2023, the sector faced challenges due to rising inflation and sluggish economic growth. Despite these difficulties, restaurants began to recover gradually. A return to pre-pandemic revenue levels is predicted to start not earlier than 2024 (Nippala & Kiema 2023).

Large metropolitan areas like Helsinki present significant competition for restaurants seeking to distinguish themselves. The abundance of dining options in these urban centres requires considerable effort by restaurants to establish brand recognition. Consequently, effective marketing strategies have become crucial to stand out among numerous choices. Restaurants' online sales have increased in the last 5 years thanks to the development of food delivery applications. The food delivery and carryout sector has experienced exponential growth during COVID-19 restrictions and it's now an established habit in constant growth. A restaurant's presence on delivery apps represents a marketing opportunity, although their high commissioning rate can take a considerable toll on a small business' profit margin. Furthermore, the restaurant has less control over the customer experience and quality of the food delivered, i.e. if a dish has been delivered poorly, it could damage the restaurant's reputation (Traynor, Bernard, Moreo & O'Neill 2022).

Furthermore, the increase in online ordering has been supported by the growing usage of mobile devices to access internet and operate one's daily life. In early 2023, active mobile connections in Finland amounted to 9.45 million, equivalent to 170.4 % of the total population (Kemp 2023). Social Media has emerged as the primary tool for promotional activities and brand development in the restaurant industry and Finland counts 4.62 million users as of January 2023 (Kemp 2023). Many small and medium-sized restaurant owners face challenges in developing a comprehensive social media strategy and maintaining consistent content creation due to the multifaceted responsibilities of managing a restaurant. However, the importance of sharing information and building a brand cannot be overstated. In the field of restaurant marketing, traditional media strategies have become less effective as more consumers use online platforms, especially on mobile devices, to find dining options (Aprilia 2018).

In today's dining scene, consumers want to make more informed decisions about what they're going to eat. Diners now seek a complete understanding of their restaurant experience, including details about dietary options, allergens, the atmosphere, as well as others' feedback (Bushara & al. 2023). As per Chua, K. (2020) customers have elevated and continuously rising expectations, driven by the vast array of choices available in the food industry. Their research highlights that the primary determinant in choosing a restaurant is the consideration of price and how it is perceived;

following closely are factors such as word-of-mouth recommendations and personal experiences. Additionally, the nature of the dining occasion significantly influences the type of restaurant chosen, whether it's for everyday casual situations or more exclusive events like birthdays.

In the era dominated by online reviews and social media, people proactively seek and place significant trust on the opinions of others when making decisions. As emphasized by Lee & Kim (2020), the quality of these reviews plays a pivotal role in influencing decision-making processes, as individuals prioritize well-crafted and informative feedback shared by others on digital platforms. The importance of quality online reviews is further explored by Aureliano-Silva, Leung & Spers (2021) and it suggests that restaurants should be adjusting their approach by actively responding to online feedback and encouraging customers to share their experiences. This strategy aims to build and sustain a positive online reputation. In this product-based thesis, I will develop a social media plan to benefit a small restaurant. This thesis combines my personal experiences in the restaurant industry as a worker, with my aspiration to enhance my professional skills as a social media specialist. Additionally, I am driven by the possibility of providing valuable knowledge and guidance to a locally owned business associated with someone I know personally.

## **1.1 Objectives and limitations**

The objective of this thesis is to formulate a comprehensive short-term social media marketing plan that is specifically designed to augment the online brand visibility of the restaurant and attract new customers, particularly during lunch hours, (generating leads). The focal point of this thesis lies in emphasizing the significance of organic growth in social media, highlighting its critical role in branding, and acknowledging its cost-effectiveness as a sustainable approach for initiating marketing endeavors in the restaurant industry. The social media marketing plan primarily emphasizes organic growth. However, recognizing the importance of a comprehensive strategy, this thesis acknowledges the potential advantages of incorporating budget-friendly paid social media alternatives. It will therefore offer a brief introduction to Paid Social Media Advertising and explore the potential benefits of integrating both organic and paid approaches for the restaurant's social media strategy. The social media marketing plan crafted in this thesis encompasses various elements such as research and target group identification, the definition of buyer personas, establishment of objectives, selection of appropriate channels, creation of a publication calendar, formulation of content ideas and examples, and the incorporation of methods to measure social media effectiveness. Crucial components of the plan involve the identification of the most suitable social media platforms, the development of a content calendar, provision of content ideas, benchmarking, and the definition of the key performance indicators (KPIs). The examples provided for content creation will be presented in English.

It is important to note that while this thesis outlines the framework for content ideas, the production and publication of content elements such as videos and images will not be part of this project. Instead, the responsibility for managing these aspects will rest with the restaurant owner who will directly oversee these activities on their social media accounts.

## **1.2 Product base thesis and methods**

This thesis is a product-based thesis as it provides a concrete outcome in the form of a social media marketing plan, for the restaurant Ciao! Pizza & Burger and follows Haaga-Helia product-based thesis guidelines. According to Haaga-Helia's thesis guideline (2022), the focus of a product-based thesis is on developing tangible outcomes for a company or community, such as a marketing plan, business strategy, social media strategy, orientation guide, budget, financial calculation, process descriptions, IT solution, service, video production, or event organization etc. The product-based thesis comprises two essential components: the report and the product i.e. the actual outcome. The report presents objectives, justifies the need and utility of the outcome, defines the target group and the methods used to develop the outcome; It Includes a theoretical framework and details the implementation of the outcome. At the end of the report, the discussion chapter evaluates the outcome and the overall thesis project. The actual outcome represents the tangible result of the thesis, such as in this case, a social media marketing plan.

This thesis employs a qualitative research methodology, utilizing a multifaceted approach to ensure a thorough investigation. To gain new insights for the commissioning company, the research methodology incorporates benchmarking, an interview with the restaurant owner, on-site observations, and on-site interviews with customers. These different qualitative methods are crucial for establishing a comprehensive understanding of the business and the contextual factors influencing its operations. Benchmarking in relation to this thesis means exploring and analysing ideas from external sources, drawing inspiration from successful models and comparable businesses; this is particularly important as it enriches the research with diverse perspectives and innovative approaches. Furthermore, the in-depth interview with the owner aims to extract valuable insights into the business from their perspective, serving as a foundational element for the subsequent planning phase. Simultaneously, direct engagement with customers on-site is a pivotal aspect of the research methodology, involving interviews with a representative sample of 9 customers; this allows for the collection of qualitative data necessary for defining the main buyer personas.

Additionally, actively observing customers in their natural environment provides insights into their behaviours, preferences, and interactions. This observational component complements the interviews and benchmarking aspects, contributing to a holistic understanding of customer dynamics.

### 1.3 Introduction of the target company

Ciao! Pizza & Burgers is situated in the northwestern region of Helsinki, specifically in Pohjois-Haaga. This location is in proximity to a residential neighborhood and nearby offices. Notably, there is a Bangladeshi community residing in the area. Ciao! Pizza & Burgers is part of the Ravintola Ida company, which includes two distinct brands: a Bangladeshi restaurant and the Ciao! Pizza & Burgers. Initially, the restaurant was only one and operated as both a pizzeria and a Bangladeshi restaurant, but the partners have now decided to separate these two concepts. The re-branded establishment officially opened its doors on November 1, 2023. The restaurant's concept is reasonably priced casual fast food with a choice for everyone; their menu consists of dishes from several types of cuisines, and it includes pizza, burgers, kebabs, and falafels as a vegan option.

The restaurant owner manages the restaurant's Facebook and Instagram profiles and as of now, all the restaurant's marketing communications have been done exclusively through the before-mentioned social media platforms. The restaurant also has a webpage where it's possible to read the main information and the menu; the restaurant is implementing the possibility to order online, but for now that feature is under construction.

The restaurant is present on the main delivery apps in Finland such as Wolt and Foodora. The restaurant also utilizes the ResQ Club app in which it can sell surplus food at a discounted price for the customers.

## 2 Social media marketing

In this section, I will dive into the theory behind social media marketing, explaining the basics of different social media marketing platforms, and why social media marketing (SMM) is crucial in the food and beverage industry. The goal is to provide a clear understanding of the strategies used in social media marketing, the principles guiding them, and their impact on a restaurant business. This understanding will be key as I will later explore real-world applications, challenges, and emerging trends applicable to the development of a holistic social media marketing strategy that is tailored for a newly established restaurant.

### 2.1 Social Media

In recent years, the phenomenon of marketing through social media has experienced remarkable growth, emerging as a prominent buzzword within the business landscape. Social media is defined as encompassing mobile and web-based technologies that establish interactive online platforms. These platforms serve as dynamic spaces where individuals and communities not only engage in conversations but also actively contribute to and discuss user-generated content, as highlighted by Kietzmann et al. (2011).

Radebe, Verkijika & Neneh (2023) suggest that small businesses can improve performance using social media by focusing on three key factors: building strong customer-firm relationships, adopting customer orientation, and engaging in customer co-creation. To enhance these aspects, businesses should prioritize them as core strategic goals. Although social media significantly contributes (between 24.1% and 51.5%) to these factors, the study recommends incorporating additional mechanisms for improvement, rather than relying solely on social media. Furthermore, the study underscores the importance of effectively leveraging relationships formed on social media for performance improvement, with a particular emphasis on customer co-creation as a key strategy. Active co-creation is expected to bring greater performance benefits compared to businesses that do not engage in collaborative efforts.

Managing the constant changes in the social media landscape is an ongoing challenge. A recent example is the rebranding of platform X, previously known as Twitter, in July 2023. This rebranding and new policies resulted in a decline in popularity (Carr December 2023) and withdrawal of brands from the platform (Chapman December 2023). Additionally, these platform transformations, like X, reflect the broader digital landscape, where technological advancements, changing user behaviors, and industry trends significantly influence the direction of these platforms.

Social media popularity is steadily increasing globally and in Finland. In May 2022, the companies Nepa Insights Oy and DNA conducted a survey among a sample of 1000 respondents between 16-74 years old examining the daily usage of popular social media platforms in Finland. The findings indicated that in Finland 62% of individuals use WhatsApp daily, followed by 52% on Facebook, 34% on Instagram, 34% on YouTube, 23% on Instagram Stories, 22% on Facebook Messenger, 18% on Snapchat, 16% on TikTok, 13% on Twitter (now X), 13% on Instagram Reels, and 8% on LinkedIn (DNA, 2022).

When it comes to the influence of social media on marketing, Kotler (2021, 41) emphasizes that social media has brought a notable shift in marketing practices, moving away from traditional outbound methods. Unlike outbound marketing, where brands push messages to consumers, social media marketing adopts a more interactive model known as consumer-engagement marketing. This contemporary approach involves customers actively shaping brand conversations, resulting in a higher level of engagement. Online conversations mean that social media also serves as a potent listening platform, enabling businesses to comprehend and analyze customer sentiments and feedback (Kelsey & Lyon, 2017). This process of social media listening involves collecting valuable data to inform and refine marketing strategies, underscoring the significance of customer insights in shaping effective campaigns (Quesenberry, 2020, 83-84).

As Kotler (2022, 493-494) points out utilizing social media for marketing purposes presents both advantages and challenges. Personalization, precise targeting, interactivity, real-time communication, cost-effectiveness, engagement, and social sharing are among the benefits. However, challenges include guiding customers through the entire purchase journey, measuring effectiveness, the user-controlled nature of social networks, and difficulties in integrating into everyday person-to-person communication. Additional challenges involve generating consistently relevant content and addressing customer behaviors where awareness is raised, but no purchase is made.

### **2.1.1 Social Media Marketing (SMM)**

Social Media Marketing (SMM) is a subset of digital marketing that utilizes social media technologies, channels, and software to achieve various marketing goals. These objectives encompass enhancing brand awareness, promoting products and services, conducting research, nurturing customer relationships, and sustaining conversations with both customers and other audiences (Tuten & Solomon 2018, 18-31). According to HubSpot blog (2024) A crucial aspect of SMM involves creating relevant and visually appealing content tailored to a specific audience. This content is designed to be easily shared, playing a pivotal role in engaging the target demographic. It forms part of a broader strategy that emphasizes tangible objectives, requiring a detailed action plan and the ability to measure Return on Investment (ROI).

Despite the availability of social media data and analytics, pinpointing Social Media Return on Investment (SMROI) remains challenging. This difficulty arises from the intricate nature of social media interactions. On this regard, Tuten & Solomon (2018, 344) argue that the extent to which social media metrics directly contribute to measurable profits for a business revolves around the clarity with which strategy objectives have been defined for measurement. In simpler terms, the effectiveness of social media in generating tangible returns depends on how well-defined and specific the business goals are within the strategy. Social media platforms provide tools for targeted advertising, enabling businesses to customize their messages for specific demographics. This targeted approach increases the efficiency of marketing efforts, ensuring that content reaches individuals more likely to be interested in the promoted products or services. Strategic content creation, targeted advertising, active engagement, and data-driven analysis collectively empower businesses to effectively connect with their audience, boost brand visibility, and achieve their marketing objectives.

A fundamental principle of successful SMM is the establishment of trust (Kotler et al. 2021, 111). This trust-building process aligns with the concept of permission marketing, where businesses seek consent and provide valuable content. This approach contrasts with more intrusive marketing methods that rely on unsolicited messages, underscoring the importance of willingly received information for effective SMM (Kotler et al. 2021, 6).

### **2.1.2 Social media and its importance in the restaurant industry**

In today's digitally driven landscape, it is crucial for businesses to create a distinctive online presence. For a restaurant business, online presence can be leveraged to keep the public informed, create brand awareness, and take advantage of word-of-mouth marketing.

According to (Toast 2024) social media allows restaurants to facilitate information sharing and engage in open communication with customers, to enhance online discoverability for the restaurant, to showcase food and recipes visually on digital platforms and to add an element of professionalism and legitimacy to the restaurant. Open communication with customers is essential to establish trust. Social Pilot (January 2024) highlights the importance of establishing a strong reputation and transparency for attracting new customers to a restaurant. Social media offers a valuable platform to show behind-the-scenes details, fostering trust and enhancing the restaurant's appeal. Transparency is particularly beneficial for potential customers, as social media users rely on electronic word-of-mouth (e-WOM) and peer reviews to explore new dining establishments (Jeong & Jang, 2011).

When it comes to online discoverability for the restaurant, social media platforms remain vital for establishing a restaurant's brand awareness and recognition. Edwards (March 2013) underscores

that the power of visually pleasing sharable content on social media, becomes essential to enhance the overall visibility and positive perception of your restaurant; meaning that every customer who is willing to capture and share an image of their meal with their online followers represents a potential brand advocate. Restaurants on social media can encourage customers to share their experiences and implement initiatives that encourage and reward their advocacy, creating a mutually beneficial relationship between the restaurant and its patrons.

To effectively attract valuable leads, local social media targeting, and micro-influencing play a crucial role for restaurants. According to Kotler (2022, 594), focusing on local advertising allows restaurants to efficiently reach potential customers, given that a staggering 90% of fast-food customers reside within a 4km radius from the restaurant. By combining social media with a local focus, restaurants can create a customer-centric marketing strategy, actively listening to and understanding their target audience.

However, social media marketing for restaurants, while undeniably crucial, comes with its limitations in reaching and converting new leads. Social media platforms prioritize entertainment and inspiration, posing a challenge for restaurants to generate immediate product sales early in the customer journey. Acknowledging this challenge, it is essential to recognize that a customer's journey often starts with information seeking, typically through a Google search (PYMNTS 2023). Thus, the synergy between Search Engine Optimization (SEO) and compelling social media content becomes pivotal for an effective digital strategy.

The conversion process unfolds over time, requiring patience and persistence from the restaurant. Even if a potential customer discovers a restaurant on social media, the duration between this discovery and planning a visit, potentially triggered by an earlier social media post, can be considerable. This emphasizes the need for a consistent resource investment and a patient approach in cultivating customer interest and eventual conversion. Another crucial consideration is that, while engaging customers and generating leads are vital aspects of social media marketing, they do not automatically translate into sales unless there is a clear call-to-action. This involves providing a specific prompt, such as a link to a landing page, to guide the desired action (Singh, 2020). Restaurants often struggle to convert social media efforts into increased sales, underscoring the importance of a well-thought-out content strategy with clear objectives. This strategy aids in understanding how to convert leads and measure the return on investment (ROI).

### **2.1.3 Social media platforms for restaurants and their algorithms**

When it comes to social media platforms relevant to restaurants, Meta Platforms (comprising Facebook, Instagram, and WhatsApp) and Byte Dance (specifically TikTok) dominate the landscape,

both in terms of user numbers and emphasis on visual content. In Finland, Meta Platforms stands out for its ownership of three of the most popular platforms—Facebook, WhatsApp, and Instagram—providing a diverse array of services and access to a vast user base. This widespread presence not only amplifies brand visibility but also empowers restaurants to conduct finely targeted marketing campaigns utilizing the sophisticated advertising tools found on Facebook and Instagram. Instagram, with its visual-centric approach, holds appeal for restaurants, allowing them to visually showcase their culinary offerings and leverage the allure of high-quality food photos to attract potential customers (Voicu, January 2024).

One notable distinction among these platforms lies in their demographics: Facebook tends to attract a slightly older audience, Instagram is popular among both Millennials and Gen Z, and TikTok resonates with Gen Z (Statista 2023). According to Greenwald M. (2021) TikTok is renowned for its potential for virality, derived from its algorithmic approach to content dissemination. Unlike other platforms reliant on user input, TikTok's passive personalization approach seamlessly adapts to user consumption patterns, enhancing the overall user experience. Speaking of algorithms, Dorcas (2023) defines a social media algorithm as a set of rules, signals, and data that govern how content is filtered, ranked, selected, and recommended to users on a social media platform. These algorithms are designed to analyze user behavior, interactions, and interests to understand their preferences and deliver personalized content. The goal is to enhance user experience by showing them more of the content they are likely to find interesting and engaging. Social media algorithms vary across platforms and are continuously evolving to adapt to changing user behaviors and trends.

Furthermore, Newberry, Kwok & Martin (2022) argue that each social media platform uses unique algorithms, but they all have a common base in machine learning and a set of criteria called ranking signals. These signals act as guidelines to assess the perceived value of each piece of content for individual users. The personalization of ranking signals is influenced by a user's previous interactions with the app. Essentially, these signals are customized based on how a user has used the platform before. This customization ensures that the content experience is unique to each user, reflecting their specific preferences and engagement history within the platform.

Regarding algorithms and organic reach, Newberry (2023) states that the ongoing decline in organic reach, especially on Facebook, is a prevalent concern in social media marketing. The average engagement rate for organic Facebook posts has dropped significantly, ranging from 2.58% to 1.52%. Despite this decline, organic social media marketing remains relevant. The incorporation of AI and machine learning into social algorithms opens new avenues for engaging users beyond the

existing audience, with approximately 15% of Facebook feed content being suggested from non-followed accounts, representing organic exposure to new audiences.

#### **2.1.4 Paid Social Media Advertising vs Organic.**

While paid and organic social media advertising serve distinct purposes, their most effective deployment often involves a strategic combination of both. This multifaceted practice is integral to modern digital marketing strategies and is employed across diverse platforms such as Facebook, Instagram, X, LinkedIn, and others (Hootsuite 2021).

Organic social media encompasses all content—photos, videos, text, memes, etc.—that users and companies create and share freely on social media platforms. The reach of this content is influenced by the platform's algorithm, determining the visibility of posts to potential new followers. Notably, growing one's channel organically has become increasingly challenging. This difficulty stems from the dynamic nature of algorithms, which continually evolve, emphasizing the platform's paid services (pay-to-play) and making it harder to generate compelling and engaging content that can organically attract a broader audience (Afluencer blog 2023). The primary purpose of organic social media content is that it helps creating a brand image and personality, and fosters building a rapport with your audience through engagement online, which is essential for a business to convey transparency and trust to their audience.

Paid social media advertising is a strategic marketing approach in which businesses pay to display their promotional content on various social media platforms. Unlike organic methods, which rely on unpaid content circulation, paid social media advertising involves a monetary investment to amplify reach, engagement, and conversions. In essence, the symbiosis of paid and organic strategies emerges as a powerful approach. Paid advertising amplifies reach, ensuring broader visibility, while organic efforts foster authenticity and community engagement. Recognizing the nuanced interplay between these two methods becomes essential for crafting a well-rounded and effective social media presence (Adroll blog 2023).

## **2.2 Instagram Marketing**

As of January 2023, Instagram counts 2.49 million users in Finland, with a growth rate of 1.17% (OOSGA 2023). Marketing on Instagram encompasses a comprehensive strategy that combines organic and paid content creation, influencer collaborations, and the utilization of shopping tools to meet marketing objectives and cultivate brand growth on the platform. This involves leveraging various content formats such as regular posts, Reels, videos, and Guides, each offering distinct advantages.

According to Saleem (2024), recent data suggests that Reels outperform other Instagram content in terms of engagement rates, surpassing regular posts by 22%. This heightened engagement has enabled some creators to achieve significant audience growth through a Reels-focused strategy. Saleem (2024) further emphasizes that the success of Reels hinges on its ability to capture audience attention and foster engagement, which are pivotal for gaining favour with the Instagram Reels algorithm. Launched in August 2020, Reels was introduced as a direct competitor to TikTok, particularly targeting the Gen Z demographic. The Reels algorithm plays a crucial role in determining the visibility and virality of content on the platform; it selects the content that will be pushed in two primary areas: the Reels tab and Explore feed, serving as paths for users to discover new content from creators. Consistency is highlighted as a critical aspect by Social Champ (2023). This entails ensuring that all content aligns with the all-inclusive brand identity and maintaining a consistent posting schedule. By sharing Reels consistently -ideally daily or at least five times a week- brands can effectively engage their audience and expand their reach by capitalizing on Instagram's algorithm preference for video content.

Furthermore, incorporating 3-5 hashtags and adding relevant keywords into video captions remains essential for enhancing discoverability. Including location-specific terms in the profile description can also enhance search visibility, making it easier for potential customers to find the brand Demeku (2023). Additionally, creating visually compelling content with clear calls to action encourages audience engagement, contributing to a more memorable brand presence on Instagram. Drawing upon a comprehensive examination of Instagram engagement patterns, Keutelian (2024) explains that the optimal times for posting on the platform vary across different days of the week. Specifically, Mondays exhibit heightened engagement levels during the hours of 11 a.m. to 2 p.m., followed by Tuesdays, where peak engagement extends from 10 a.m. to 4 p.m. Wednesdays also present favourable posting opportunities, with optimal times spanning from 9 a.m. to 4 p.m. Thursdays display two distinct periods of heightened activity, ranging from 9 a.m. to 1 p.m. and then from 2 p.m. onwards. Additionally, Fridays indicate a notable spike in engagement around 11 a.m. Furthermore, it has been observed that Tuesdays, Wednesdays, and Thursdays emerge as the best days for posting content on Instagram, aligning with peak engagement periods across the platform. Conversely, Sundays are identified as the least favourable day for posting, characterized by lower levels of user interaction and engagement.

### **2.3 Facebook Marketing**

Facebook marketing encompasses a diverse array of content types, from organic posts to targeted advertising, and leverages the platform's various features to foster community engagement and

amplify brand visibility. The Facebook platform falls into the Meta environment which includes other renowned social media platforms such as Facebook Messenger, Instagram, and WhatsApp, making the integration possibilities within Meta particularly advantageous for creating a cohesive marketing strategy (Hootsuite blog 2023). A distinctive strength of Facebook marketing lies in its highly targeted advertising capabilities; by leveraging Facebook's extensive user data, businesses can meticulously target specific audiences based on demographics and geographic locations. Moreover, Facebook Ads seamlessly integrate with other marketing channels, such as Instagram, email marketing, SEO marketing, and message marketing through Facebook Messenger. This integration allows marketers to synchronize their efforts across multiple channels, creating a cohesive and impactful marketing strategy, businesses can tailor their messaging to specific audience segments, optimizing the effectiveness of their marketing campaigns.

In recent years, Newberry (2023) argues that organic reach on Facebook has declined significantly and paid content, is a much more powerful tool to amplify reach and visibility on the platform. Patel (2024) argues that Facebook is currently performing poorly when it comes to obtaining engagement with organic reach. Organic growth on Facebook is really challenging, therefore, a comprehensive strategy involves both organic and paid content. A mixed approach ensures that both organic and paid content contribute to the brand's narrative, catering to different user preferences. In the current Facebook landscape, the most impactful elements are Events, Groups and Marketplace features. These functionalities have gained significant attention in recent years, offering a distinctive experience unique to the Facebook platform and consistently maintaining high levels of engagement. Facebook Groups foster discussions, interactions, and shared interests, creating a sense of belonging among members.

Given the general interest of video content across all social media platforms, it's worth to incorporate Facebook Stories, Reels and Live videos for an effective Facebook marketing strategy. In addition to the content type, posting at the right time is also crucial to boost reach. Newberry Kwok & Cohen (2023) suggest that the optimal posting time on Facebook is during the morning hours, specifically between 8 a.m. and noon, on Tuesdays and Thursdays.

## **2.4 TikTok marketing**

TikTok has garnered a significant user base in Finland, boasting 1.64 million active users primarily aged 18-24 (DataReportal 2024). The platform's rapid growth mirrors trends observed in other major social media platforms, with potential for attracting older demographics in the future (Phuong 2023). For businesses, TikTok marketing presents a unique opportunity to engage with their target audience through captivating content and the platform's algorithm. As McLachlan (2023) explains, unlike traditional social media platforms, TikTok's algorithm connects strangers through its For You

Page, allowing businesses to reach a wider audience. Understanding the subcultures within the target market is crucial for crafting authentic content that resonates with TikTok users, driving brand awareness and growth on the platform.

In the guide to TikTok Hirose (2024) argues that the "Behind-the-scenes" content type thrives on TikTok due to its authentic nature, fostering deeper connections and engagement. Hirose further adds that, by participating in trending challenges and hashtags, businesses can tap into popular cultural moments, further increasing their visibility and reach. Another interesting feature of the platform is the possibility to host live sessions. TikTok Live offers businesses a real-time interaction platform once they've amassed a follower base of at least 1000 followers (TikTok Support webpage 2024), enabling them to showcase their brand personality and engage with viewers authentically. Overall, TikTok marketing provides businesses with dynamic opportunities to drive meaningful results through creative and authentic content.

Regarding the best performing times to post, Singh (2024) suggests that the timeframe of 10 am to 12 pm on Tuesdays and Thursdays yields the best results. On Mondays, prime posting times include 6 am, 10 am, and 10 pm. Similarly, Tuesdays exhibit peak engagement periods at 2 am, 4 am, and 9 am. Wednesdays present opportunities for high visibility at 7 am, 8 am, and 11 pm. Thursdays see heightened activity around 9 am, 12 am, and 7 pm. Fridays demonstrate promising posting windows at 5 am, 1 pm, and 3 pm. Saturdays showcase optimal times at 11 am, 7 pm, and 8 pm, while Sundays present favourable slots at 7 am, 8 am, and 4 pm.

## **2.5 WhatsApp Business**

WhatsApp has seen widespread adoption in Finland, boasting approximately 4.2 million users (Statista 2023). While certain features like in-app purchases and money exchange capabilities have been successfully implemented in countries like India and Brazil, they have yet to arrive in Europe. Despite this, WhatsApp presents a valuable opportunity for small businesses in Finland to establish direct connections with their customer base. Although the payment feature is not active in Finland, the ordering process can still kickstart immediately using a website widget or directly through the WhatsApp application on phones. This sets the stage for a potential future where businesses can effortlessly handle transactions within the WhatsApp platform. WhatsApp's personalized nature allows for fast responses to inquiries, assistance in sales, and prompt addressing of feedback, contributing to the establishment of strong relationships with clients.

Moreover, WhatsApp seamlessly integrates with Facebook pages and Instagram, further enhancing its utility for businesses. This integration allows businesses to streamline their social media presence and communication efforts, ensuring consistency in messaging across these platforms.

By maintaining a cohesive strategy, businesses can bolster their online presence and effectively engage with their audience, ultimately leading to enhanced customer interactions and satisfaction. To further enhance the reach and impact, WhatsApp seamlessly integrates with Facebook pages and Instagram. This integration allows businesses to streamline their social media presence and communication efforts, creating a cohesive and effective strategy across these platforms. The interconnection enables businesses to maintain consistency in their messaging, ultimately bolstering their online presence and customer interactions.

### 3 Planning of social media

This chapter explores the theoretical basis that forms the foundation for creating a social media marketing plan. Positioned as a vital element within modern digital marketing strategies, the social media marketing plan functions as a detailed guide, shaping an organization's online visibility and interaction across diverse social platforms. In this chapter I will explain the difference between social media marketing strategy and social media marketing plan, the key components of a social media marketing plan, and the main concepts behind its ideation. This exploration of the theoretical framework aims to provide the knowledge foundation for the subsequent development and implementation of an effective and strategically aligned social media marketing plan.

#### 3.1 Social media marketing strategy and social media marketing plan

As outlined by Tuten, T. L. & Solomon, M. R (2018,106), a marketing plan is a comprehensive written document that delineates the strategy for pricing, distributing, and promoting a product or service to achieve specific brand goals. Consequently, a social media marketing plan is a specialized form of marketing plan that concentrates on leveraging social media platforms as communication channels. Although the terms 'social media strategy' and 'social media plan' are often used interchangeably, they carry nuanced distinctions. A strategy provides a broad direction, offering a global view, while a plan delves into specific tactics detailing how to accomplish the goals set in the strategy.

As Buffer (2023) is describing with a metaphor, embarking on social media marketing without a strategy nor plan is like undertaking an adventure without a clear destination nor a map. The strategy answers the why and what questions, while the plan addresses the how and when aspects. Both components are essential for establishing a coherent and effective social media presence. Without a solid understanding of fundamental elements such as goals, target audience, and content preferences, one may feel disoriented and struggle to formulate a plan of action. Furthermore, the absence of a well-defined plan makes it challenging to measure how social media efforts contribute to business success. Consequently, creating content without a plan leads to unpredictable results. Whether the goal is to enhance brand recognition or sharpen marketing skills, a carefully crafted social media strategy and plan are essential. Simply disseminating information and promotions on social media doesn't qualify as a strategy; it mirrors the non-interactive approach of traditional media transposed onto a virtual platform. Fundamentally, social media centers around engagement rather than one-way communication, revitalizing personal and direct conversations between producers and consumers. This dynamic redefines how businesses establish connections with their audience. It's important to start specifically answering the fundamental questions, for example with the help of the 5Ws framework, as setting the purpose and goals of your presence on

social media will influence the overall direction of your strategy. The 5Ws are: “Why” be on social media? (Goals), “Who” is the target audience? (Defining Buyer Personas), “What” will be shared? (Type of content), “Where” will it be shared? (Platforms), “When” will it be shared? (Posting Calendar). The foundation for a robust social media marketing plan is laid upon the answers to the above-mentioned questions, which delve into various aspects of the business's social media presence. As highlighted by Tuten and Solomon (2018), constructing an effective plan involves several key steps.

Firstly, conducting a thorough “Situation Analysis” and “Identifying Key Opportunities” is imperative. This involves assessing the current social media landscape to identify areas for growth and engagement. By understanding the existing challenges and opportunities, businesses can tailor their strategies accordingly. Next, defining clear “Objectives” is essential. These objectives should be aligned with broader business goals and the overarching social media strategy. By setting specific and measurable objectives, businesses can track their progress and ensure that their efforts are focused on achieving tangible results. Understanding the “Target Audience” is crucial for effective social media marketing. This step involves gathering relevant data on the target demographic to inform content creation, platform selection, and engagement strategies. By understanding the needs, preferences, and behaviors of their audience, businesses can tailor their content and messaging to resonate with their target market. Selecting the appropriate Social Media Platforms is also vital. Each platform has its unique characteristics and audience demographics, so businesses must choose platforms that align with their target demographic and content type. By focusing their efforts on platforms where their audience is most active, businesses can maximize their reach and engagement. Once objectives are defined, creating “Tactics” to achieve them is the next step. This involves brainstorming and outlining actionable strategies to accomplish the defined goals. By developing specific tactics tailored to their objectives, businesses can ensure that their efforts are aligned with their overarching strategy. Transforming these tactics into a concrete “Action Plan” is crucial for implementation. This plan outlines the step-by-step execution of strategies, specifying responsibilities, timelines, and resources. By establishing a clear roadmap for implementation, businesses can ensure that everyone involved is aligned and working towards common goals.

Finally, managing and measuring Key Performance Indicators (KPIs) is essential for evaluating success. Continuous monitoring and measurement of KPIs help businesses understand the effectiveness of their plan and adjust based on real-time insights. By regularly analyzing KPIs, businesses can identify areas for improvement and optimize their strategies for better results.

As HubSpot blog (2023) describes, setting clear and measurable goals following the SMART framework is a well-established practice in the business context. The SMART acronym means,

Specific, Measurable, Attainable, Relevant, and Time-bound. This framework ensures that goals are not only well-defined but also measurable, feasible, aligned with broader objectives, and time-sensitive, thereby enhancing their effectiveness in guiding strategic initiatives and fostering successful outcomes. Examples include augmenting brand awareness, increasing website traffic, generating leads, or boosting signups/sales. In the pursuit of these goals, businesses are encouraged to consider the feasibility of their objectives. For instance, attempting to grow a new YouTube channel to 5,000 subscribers within a month may be deemed unrealistic, especially for those new to video content creation. Ultimately, the time-bound nature of goals is underscored, prompting businesses to establish clear deadlines for their achievements. Whether working in quarters or months, this temporal dimension adds a layer of structure to the goal-setting process.

In contrast to the broad scope of a social media strategy, the plan refines its focus to operate within a more concentrated and short-to-mid-term timeframe. Within this structure, it meticulously outlines the necessary steps and tasks to implement the strategy effectively. The social media plan incorporates essential elements such as content calendars, posting schedules, and the coordination of specific campaigns or promotions. A comprehensive Social Media Plan addresses factors like the frequency and timing of posts, the type of content to be shared (whether images, videos, or articles), the execution of targeted campaigns or promotions, and the potential inclusion of paid advertising initiatives. Employing a detailed and strategic approach, a Social Media Plan functions as a practical handbook, ensuring a seamless translation of the envisioned social media strategy into tangible actions that drive the accomplishment of short-term goals. Crafting the document of the plan can be facilitated by employing various models and frameworks. These tools provide a structured approach to navigate through the different steps, ensuring a cohesive and well-executed social media plan. Models such as the RACE framework (Reach, Act, Convert, Engage) or the PR Smith's SOSTAC model (Situation, Objectives, Strategy, Tactics, Action, Control) can be particularly useful in organizing and detailing the plan, making the entire process more manageable and effective.

Lastly, when designing a Social Media plan, Newberry & Wood (2024) highlight the importance of two key guiding principles: the Rule of Thirds and the 80/20 Rule. The Rule of Thirds advocates for a balanced allocation of content: one-third for showcasing the brand's identity, one-third for fostering direct interaction with followers, and one-third for promotional content. This ensures a diverse and engaging feed while maintaining authenticity. Complementing this, the 80/20 Rule emphasizes prioritizing value-driven content over promotions. Eighty percent of posts should inform, entertain, or educate the audience, while the remaining 20% can focus on promotional messaging. This approach builds trust, loyalty, and stronger audience relationships. Integrating these principles into a

social media strategy provides a framework for maintaining a balanced and compelling online presence, ultimately driving meaningful engagement and achieving business objectives.

### **3.2 SOSTAC and RACE framework**

In the upcoming section, I will delve into the details of the SOSTAC and RACE frameworks. These models provide a systematic approach to creating effective social media marketing plans, offering structure and clarity to the process.

The SOSTAC model, developed by PR Smith in the 1990s, serves as a strategic planning framework with six key components: Situation, Objectives, Strategy, Tactics, Action, and Control as shown in Figure 1. In the “Situation Analysis” phase, the current internal and external factors impacting the marketing plan are thoroughly assessed. This includes analyzing the organization’s current situation, market conditions, competitors, and other relevant factors. Notably, this phase emphasizes understanding the human side of the brand, exploring its history and the motivations behind its existence. This approach is exemplified by Simon Sinek’s philosophy “People don’t buy what you do. They buy why you do it.” (Sinek March 2013, min 4–5) and it underscores the importance of communicating the brand’s purpose effectively to the audience. Moving to the “Objectives” phase, SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) objectives are established in alignment with broader business goals. These objectives provide a clear direction for the marketing efforts. In the Strategy phase, the overall approach to achieving the objectives is outlined. This involves defining the target audience, positioning the brand, and crafting the messaging and value proposition. Next, in the “Tactics” stage, actionable steps are developed to implement the chosen strategy. This includes detailed plans for product development, pricing, distribution, and promotion. The “Action” phase involves the execution of the tactics outlined in the previous stage. Marketing campaigns are launched, and various activities are carried out to implement the tactical plans. Finally, the “Control” phase focuses on monitoring, measuring, and

controlling the outcomes of the marketing plan. Key performance indicators (KPIs) are established to evaluate effectiveness, and adjustments are made as necessary to ensure the objectives are met.



Figure 1. Visualization of the SOSTAC model by PR Smith.

The RACE framework is a strategic model for digital marketing, specifically focused on planning and executing activities in the online realm. Developed by Smart Insights in the 2010's, RACE stands for Reach, Act, Convert, and Engage, representing the four key stages of an effective digital marketing strategy as seen in Figure 2.

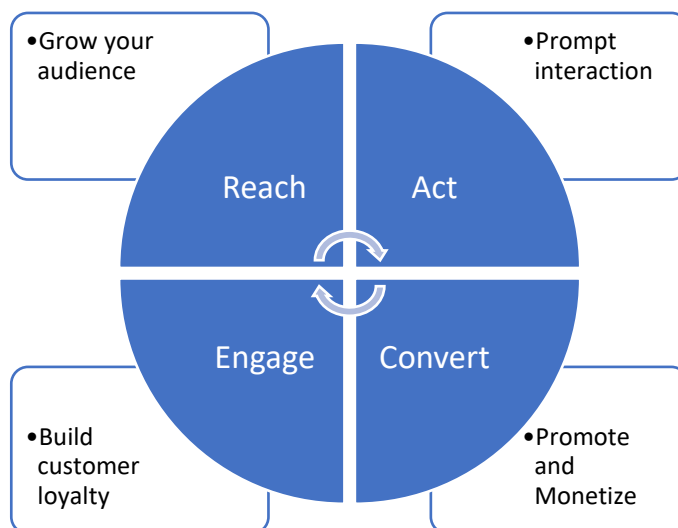


Figure 2. Image visualising the R.A.C.E model by Smart Insights.

In the "Reach" phase, the primary goal is to expand the audience and increase brand visibility. This involves employing various channels and tactics to attract potential customers to the brand's online platforms. Once the audience is reached, the "Act" phase focuses on engaging users and encouraging interactions. This includes strategies to prompt users to take specific actions, such as signing up for newsletters, downloading content, or participating in surveys. The "Convert" phase involves turning engaged users into customers or leads. Strategies in this stage aim to guide users through the conversion funnel, encouraging them to make a purchase or provide contact information. The final stage, "Engage", emphasizes the importance of maintaining ongoing connection with customers. This involves post-purchase communication, building relationships, and fostering brand loyalty through continued engagement.

### **3.3 Customer Understanding and Buyer Personas**

Customer Understanding and Buyer Personas are crucial components of any marketing strategy. McLachlan (2021) defines buyer personas as detailed profiles of your ideal customers, constructed by integrating insights from various sources. These insights can come from internal sources within an organization or are gathered externally through methods like direct customer interviews. As Needle (2023) explains, understanding your ideal customer is essential for businesses, as it enables them to tailor their messages directly to their target audience, prioritizing their needs in communication strategies. Creating buyer personas begins with thorough research, employing various methods to gather relevant data about the audience. Surveys, interviews, social media listening, website analytics, customer feedback, and market research are key methods used to collect both quantitative and qualitative insights. This research encompasses understanding the demographic makeup and psychographic characteristics of the audience, including their lifestyles, interests, values, attitudes, beliefs, and personality traits. Furthermore, research delves into unravelling the audience's buying behaviour, investigating their purchasing habits, decision-making processes, preferred channels for research and purchase, as well as the factors influencing their buying decisions. This includes identifying pain points, challenges, and aspirations related to the products or services offered. A framework like Adele Revella's '5 Rings of Buying Insights' can be instrumental in comprehending consumer behaviour and crafting compelling interview questions Buyer Persona Institute (2023).

The data gathered undergoes analysis to identify patterns, trends, and insights about the audience's characteristics, preferences, and behaviours. This analysis helps in segmenting the audience into distinct groups based on similarities, such as demographics, interests, and buying behaviour. Detailed profiles are then created for each persona, including information such as name, age, occupation, hobbies, challenges, goals, and aspirations. These personas serve as fictional

representations of ideal customers, providing a deeper understanding of their needs and motivations. It is crucial to validate the accuracy of the personas by testing them against real-world data and feedback from existing customers. Adjustments may be made to ensure alignment with actual customer profiles.

Finally, the personas are implemented into various aspects of the marketing strategy, informing content creation, product development, messaging, and targeting efforts. This allows businesses to tailor their approach to meet the specific needs and preferences of each persona segment, ultimately improving the effectiveness of their marketing efforts.

## **4 Producing the plan**

In this chapter, I delve into the framework of the social media plan, exploring the methodologies, resources, and techniques employed in its development. I begin by examining the structure of the plan, followed by an in-depth exploration of its creation process. Additionally, I provide insights into the data collection methods utilized and discuss the key findings that informed the plan's strategic direction.

### **4.1 The plan's structure**

The plan (Appendix 1) starts with the analysis of the restaurant's current situation following the SOSTAC model and the Tuten and Solomon (2018) recommendations. The situation analysis covers aspects such as the restaurant introduction, business model, target audience, customer base, and tone of voice. Subsequently the plan introduces three buyer personas and outlines the plan's objectives, tactics, actions, and evaluation methods. Next, the plan evaluates the restaurant's presence on Facebook and Instagram, offering personalized recommendations and content strategies. It further explores TikTok's potential for the restaurant, along with suggested content strategies. The plan also delves into WhatsApp's role and the devised strategy for leveraging this platform. The plan then contains examples of content from four other restaurants: Bamilami, Friends & Brgr, King Kebab, and Koti Pizza. The top-performing content from these establishments is analyzed to inspire the restaurant's content creation efforts. Finally, the plan is concluded by a list of tools utilized in its formulation and presents a four-week content posting calendar plan along with a list of significant annual events. The posting calendar was crafted in accordance with the R.A.C.E framework, where each week focuses on the different phases of the R.A.C.E framework explained in the previous chapter.

### **4.2 Creating the plan**

Crafting the plan commenced following the establishment of the theoretical framework for my thesis, a crucial step in comprehending social media planning, buyer personas, and content creation. Practical insights were sourced from websites such as Hootsuite.com, Buffer.com, Sprout Social.com, and Hubspot.com, offering valuable guidance on creating a social media plan, crafting engaging content, and determining optimal posting times.

With the theoretical groundwork set and the main document structure outlined based on the SOSTAC model, I proceeded to collect screenshots from both the restaurant's and its competitors' social media profiles. Conducting competitor analysis, particularly on platforms like Instagram and TikTok, aimed to gather insights into inspiring content and strategies. Key competitors and similar

establishments were identified through Google Maps searches and exploration of relevant hashtags on Instagram and TikTok pertaining to pizza and burger restaurants in Helsinki. Their top-performing content served as examples and inspiration for the plan. Simultaneously, efforts were directed towards gaining insights into the restaurant's current situation and customer demographics through on-site observations and interviews conducted with customers, staff, and the owner. Further details on the data-gathering process and key findings will be elaborated in subsequent subchapters. Additionally, the restaurant's own social media activities on platforms like Facebook and Instagram were monitored to gather insights into existing strategies and audience interactions. Drawing from the insights provided by Hughes (2023), I formulated recommendations aimed at optimizing the profiles to boost their attractiveness, as detailed in the Facebook and Instagram section of the plan. The selection of key platforms and channels, such as Instagram, TikTok, Facebook, and WhatsApp, was informed by platform popularity and suitability for showcasing the restaurant's offerings, as suggested by Austin (2021). Given the slightly mature age range of the customer base, I decided to include Facebook and Instagram among the chosen platforms, while also emphasizing the importance of incorporating TikTok, recognizing its rising popularity among older generations and its efficacy in reaching new audiences, as highlighted by Phoung (2023).

From the interviews and observations, I gained insights into both the target demographic facilitating the development of three buyer persona profiles and consequently, the establishment of specific SMART objectives and goals for the plan. These objectives were structured to be achieved within a four-week timeframe, allowing for the refinement of social media approaches, adjustment of content creation processes, and evaluation of implemented strategies. To achieve these objectives, I developed a prudent estimation, setting specific goals such as: a 20% increase in social media impressions, reach, and profile visits; a 15% increase in average likes, comments, shares, and saves; acquiring 30 new customers; and boosting lunch traffic by 25%.

I then focused on the plan's tactics choosing to prioritize content creation to engage, entertain, and inform the audience. Engagement is particularly crucial for organic content, as suggested by Christon (2023), as it signals to social media algorithms that the content is of high quality, leading to increased visibility as mentioned in the algorithm theory in chapter 2.1. To keep the audience engaged, I've suggested various strategies, including utilizing positive reviews and testimonials, conducting polls, sharing behind-the-scenes content, hosting giveaways, and seeking audience feedback. Taking proactive steps to respond to reviews and nurture a culture of appreciation to enhance customer relations and satisfaction, is also a crucial tactic, as highlighted by Aureliano-Silva, Leung & Spers (2021). These strategies align closely with the principles outlined by Newberry & Wood (2024) in their social media planning chapter, particularly emphasizing the 80/20 rule and the rule of thirds. This framework suggests that most of the content should prioritize providing

value, engaging the audience, and fostering relationships, with only a small portion dedicated to promotional material. By prioritizing engaging content over promotional material, these tactics aim to cultivate more meaningful interactions with the audience, resulting in increased engagement, enhanced brand loyalty, and improved business outcomes. Furthermore, recognizing that many of the restaurant's customers reside within a 3km radius from our restaurant, I considered a targeted approach crucial, with a specific focus on the location of Pohjois-Haaga. The plan suggests strategically leveraging local Facebook groups, local hashtags and explicitly referencing the neighborhood within video captions and voiceovers to amplify local relevance and resonance and help the algorithm to reach people who are interested. In my proposed plan, I recommend harnessing local engagement through the implementation of a series of targeted social media promotions. These promotions will showcase enticing offers available only for social media followers, tailored to appeal to prospective customers, capturing their interest and through clear call-to-action messages that encourage sharing, tagging and commenting. To align with the main objectives of the plan, I defined key performance indicators (KPIs) and outlined the method for evaluating social media activity. The restaurant will regularly monitor TikTok Analytics and "Insights" in the Meta Business Suite weekly to track metrics such as reach, views, and engagement, enabling us to determine which content resonates most with our audience. Of utmost importance is analyzing the conversion rate of the social media promotions in attracting new customers. To gather this data, the restaurant will actively survey customers onsite, asking them how they discovered the restaurant and to follow, share, comment, tag to access to social media promotions.

Once the main tactics and key actions were established, I directed my attention to brainstorming content ideas suitable for video production and the primary call-to-actions required to craft engaging posts. The inspiration was drawn from the competitors best performing posts, this article by Austin (2021), and this by Baker (2024) The content examples revolve around key themes such as education, engagement, behind-the-scenes glimpses, menu showcases, testimonials, and promotions. In crafting the final product, I predominantly utilized Canva.com as the primary platform for creating the visual components of the social media plan following the brand logo aesthetic to match the brand image. Additionally, I used websites like Bing.com for AI image creation and Cap Cut video editor for image editing, along with the production of two social media videos as a reference for future inspiration.

### **4.3 Competitors analysis**

Throughout my thesis writing process, I conducted thorough research on Instagram and TikTok to analyse the social media strategies adopted by competitors in the restaurant industry. In drafting the plan, I selected four notable competitors based on their success in social media: Friends &

Brgs, Bamilami, King Kebab, and Koti Pizza. These competitors distinguished themselves through their effective storytelling and engaging content strategies on TikTok and Instagram. I closely monitored their accounts, collected screenshots, and examined their posts in detail. A common theme I observed among them was their focus on storytelling, behind-the-scenes insights, and humour. Analysing competitors' strategies proved beneficial in creating the content pillars for my restaurant, helping me identify the most effective approaches. I found video content to be particularly successful, with most competitors focusing on it. This confirmed that video content is a growing trend and the most effective type of content for engagement, as suggested by Chaffey (2020) and Sheikh (2024).

The Bamilami food truck has garnered widespread attention through its vibrant social media presence. Characterized by a warm and humorous communication style, the owner takes centre stage, sharing the story of being a restaurateur in Finland and adding a personal touch to the content. This approach fosters a strong sense of connection with the audience, making them feel as if they know the owner personally. By offering behind-the-scenes glimpses and documenting the journey of building a food truck, they attract significant engagement from their followers.

Similarly, at King Kebab, the owner and staff share their personal preferences and showcase how they prepare their favourite dishes. They actively engage the audience by soliciting their preferences in videos, creating highly entertaining content with a humorous touch. The kebab restaurant frequently posts on social media, highlighting their dishes and incorporating playful banter among the staff. Despite being shot with a phone and on a low budget, their content remains engaging and relatable.

Koti Pizza offers exclusive deals and actively interacts with its audience by asking questions, addressing inquiries, and sharing educational content about the restaurant's history. Moreover, they organize giveaways and contests to boost engagement. In a light-hearted and humorous manner, they introduce a playful tactic where mentioning a specific name implies that person treats you to Koti Pizza, encouraging users to share the post with their friends. One of their videos creatively showcases names crafted from dough, tomato sauce, and other innovative methods, adding an entertaining twist to their content.

On Friends and Brgs' social media platforms, videos showcasing food preparation obtain the highest success. These videos typically feature close-up shots of the food, captured from a high angle or the side, highlighting meticulous cleanliness in both utensils and surroundings. Engagement rates are particularly higher on TikTok, often resulting in a greater number of comments. Interestingly, much of their TikTok content is shot without professional equipment, yet it still gains significant views and engagement. Despite the lack of high-end gear, these videos remain visually

appealing, often enhanced with captions, voice-overs, and a call-to-action (CTA). In contrast, their Instagram feed boasts aesthetically curated images. However, producing such videos requires a budget to determine the appropriate equipment and techniques.

The main takeaways from the competitors' analysis highlight the power of owner and staff interactions and storytelling in boosting engagement. Instagram leans towards visually appealing content, while TikTok thrives on authentic behind-the-scenes footage captured on smartphones. Successful videos on both platforms often include captions and voice-overs, with smartphone-shot content being particularly effective due to its authenticity and narrative richness. Thumbnails featuring people tend to attract higher engagement, and giveaways emerge as the most effective engagement-driving tactic.

#### **4.4 Restaurant owner interview**

Over the course of three months, I engaged in multiple conversations with the owner to gain insights into various aspects of the business. Eventually, I conducted a formal interview (Appendix 2) where I asked specific questions aimed at understanding the owner's perspective on critical areas such as the business model, brand mission, target audience, challenges faced, pricing strategy, and overall brand strategy. The restaurant owner highlighted several key aspects during the interview. Firstly, the restaurant specializes in pizza and burgers, focusing on fresh ingredients and offering a diverse menu, including smash burgers. Their unique selling proposition revolves around strategic location, halal meat sourcing, affordability, and quality. Revenue primarily comes from delivery (60%) and dine-in (40%) services, with simplified pricing strategies for menu items. The primary customer base comprises families, Muslim students, and residents aged 30-50, with marketing efforts mainly targeting Foodora and Wolt platforms. While considering expansion, the owner aims to maintain profitability, foster community, and create positive dining experiences. Long-term goals include decor revamping, menu expansion, and exploring non-meat options to enhance brand perception and customer experiences. Challenges include employee shortages, rising ingredient costs, and competition from delivery platforms, impacting profit margins.

The comparison between the owner's perspective and the insights from observations and interviews reveals many points of agreement. Customers appreciate the restaurant's value for money and emphasis on fresh ingredients, which aligns with the owner's focus on quality and affordability. While the owner emphasizes the importance of offering halal meat to cater to the Bangladeshi and Muslim community, this demographic represents a smaller customer base. The primary clientele consists of Finnish men seeking convenient and budget-friendly meal options for their families, explaining the success of promotions like "buy 2 get one free." Looking ahead, there is an opportunity

to introduce more family-oriented deals that emphasize ingredient freshness and leverage the restaurant's convenient location to enhance customer retention and attraction.

#### **4.5 On-site observations**

Before delving into the observational phase, I familiarized myself with various aspects of marketing research, qualitative research interviewing methods, and observation techniques. As outlined by Winterton (2012), observational research serves as a valuable tool for comprehending and interpreting individual behaviours, particularly in the context of consumer preferences and purchasing behaviours. Human methods of observational research involve the direct involvement of a researcher in recording observations, offering deeper insights into individual behaviours. However, these methods are susceptible to researcher bias and ethical concerns regarding privacy and confidentiality. Common human methods encompass direct versus indirect observation, participant versus nonparticipant observation, overt versus covert observation, and structured versus unstructured observation.

For the purposes of my thesis, observations were conducted using a direct, nonparticipant, covert, and unstructured approach. As elucidated by Winterton (2012), direct observation entails the researcher's physical presence at the research site, actively monitoring events and potentially interacting with subjects. Nonparticipant methods involve passive observation without direct interaction. Covert observation, on the other hand, entails observing subjects without their awareness. While effective in minimizing reporting biases, covert observation raises ethical concerns if participants are unaware of being observed. Unstructured observation allows subjects to shape the course of events, resulting in diverse outcomes. Researchers refrain from imposing constraints on the observation, leading to a broad spectrum of possible results. However, this method necessitates greater subjectivity in identifying general behavioural patterns due to the absence of predefined structures.

During the plan writing process, I conducted observations at the restaurant which spanned six different days with an average duration of 5 hours per visit. Positioned discreetly in a corner with a laptop, I closely observed customers, their orders, and noted key findings. Over the observed period, I noticed that pizza orders predominated, totalling 13 instances, while burger orders were less frequent, occurring only 4 times. Most pizza orders included kebab or beef as ingredients. The clientele demographic leaned towards predominantly male customers, typically ranging from their 30s to 50s. Customers showed a preference for take-away, especially during evening hours. I observed that the restaurant ambiance was generally quiet, lacking background music or ambient noise. While this quiet atmosphere may be conducive to recording purposes, I suggested that

introducing subtle background music or ambiance could enhance the overall dining experience. During downtime, customers were predominantly observed using their phones, while some opted to engage in activities outside the restaurant. Peak business hours were noted to be on Friday evenings and weekends, with activity spikes typically occurring around 17:00. Conversely, I observed that lunch sales on weekdays were notably low. Through interviews conducted during the observational period, I discovered that a sizeable portion of the customer base consisted of working-from-home professionals. This insight suggests a potential opportunity to investigate menu items or new additions tailored to cater to this demographic, considering their presence in the area and proximity to nearby offices.

#### **4.6 Customers interview**

To conduct qualitative interviews with customers, I first researched methods for effective interviewing, drawing inspiration from resources such as UX design customer discovery videos. Referring to the previous chapter discussing buyers' personas, Taylor (2024) defines in-depth interviews (IDIs) as a qualitative research approach utilized in marketing research to collect thorough insights from individuals or small groups. These interviews entail direct conversations between a skilled interviewer and a participant, with the objective of delving into the individual's thoughts, attitudes, and experiences concerning a particular subject or product. They are usually conducted in a structured or semi-structured manner, where the interviewer follows a predefined set of questions while remaining open to discussing new topics that emerge during the conversation. In this thesis, I decided to conduct semi-structured interviews due to the need to concentrate on specific aspects within a limited timeframe. This approach was chosen based on the flexibility it offers, as highlighted in the Interaction Design Foundation article (2017), enabling researchers to adjust questions dynamically based on insights gained during the conversation.

The emphasis of semi-structured interviews lies in comprehending participant viewpoints and experiences, allowing for a deeper exploration of individuals' thoughts and emotions regarding specific subjects. These interviews serve to stimulate open-ended discussions, fostering the discovery of novel insights into intricate social phenomena. Rather than following a rigid script, I aimed for natural, open-ended conversations that would provide valuable insights. Drawing from A. Ravella's approach to buyer personas (Ravella 2015, 73-95), I sought to create a conversational atmosphere that allowed customers to express their thoughts freely. For this thesis I chose to interview a sample of 9 customers, and I prepared a script with the basic concepts I wanted to touch, with the opening question being: "Can you tell me a bit about your day leading up to your visit to Ciao Pizza and Burger? What activities did you engage in, and how did you find yourself deciding to dine out?".

To select interview participants, I focused on recurring customers who were familiar with the restaurant's offerings. Additionally, I identified a woman who had left a positive Google review and contacted her via Instagram. A total of 9 interviews were produced in the span of a week. My goal during these interviews was to explore the factors influencing customers' decisions to visit the restaurant and, for returning customers, what motivated their loyalty. To ensure a comfortable environment for discussion, I conducted brief interviews lasting around 10 minutes, timed to coincide with customers' waiting period for their orders. This timing minimized disruption to their dining experience and allowed for more relaxed conversation. Despite the challenges posed by the restaurant's small size, I tried to create a welcoming atmosphere where customers felt at ease sharing their thoughts. To facilitate this, I offered chocolate candies as a small gesture of hospitality and sought permission to record the conversations on my phone, allowing me to focus fully on the interaction without the distraction of notetaking. After gathering the interview data, I analysed the responses to identify recurring themes, preferences, behaviours, and pain points. These insights served as the foundation for developing two distinct buyer personas, each characterized by unique demographic details, backgrounds, and attributes related to their relationship with the restaurant.

In my research interviews, I discovered several noteworthy insights. Firstly, customers place a high value on a welcoming atmosphere in the restaurant, prioritizing cleanliness and a refreshed look over extravagant decor. The restaurant's convenient location is particularly prized by individuals who work from home or seek quick meals after a busy day. Interestingly, many interviewees were remote workers when they visited the restaurant, suggesting an opportunity to target this demographic, especially on Mondays and Fridays when remote work is common. Competitive pricing and the perception of using fresher ingredients compared to competitors are significant drivers for attracting customers to our restaurant. Many interviewees mentioned feeling too busy or lazy to cook, which leads them to prefer the simplicity and reliability of grabbing a quick meal.

Notably, although most customers were men, they often bought meals for their spouses and children. In terms of discovery, most customers stumbled upon the restaurant either by passing by or through platforms like ResQ Club, drawn in by our competitive pricing. Before deciding, customers typically checked Google reviews and our restaurant's website. The convenience of ordering through apps like ResQ Club, Wolt, and Foodora is highly valued, especially among millennials who prefer to avoid phone calls. This underscores the importance of improving the online ordering process for seamless transactions. As previously discussed in the WhatsApp Business marketing chapter, considering the potential for faster and direct communication, integrating platforms like WhatsApp, could further enhance customer engagement and encourage repeat orders through easy text-based ordering.

## 4.7 Content Calendar

After understanding the restaurant's business model and defining buyer personas and goals, I used insights from competitor analysis, interviews, and observations to create a posting schedule for its Instagram, Facebook, and TikTok profiles. A content calendar in social media, as described by Hibathu (2023), is a plan that outlines when and what type of content to post on various platforms. It helps to organize content creation and ensure consistency with marketing objectives.

To develop the content calendar, I applied the R.A.C.E framework, aiming to make a significant impact within a four-week period while remaining adaptable for future campaigns. The calendar was structured around key themes identified during the situation analysis and strategy formation, which I referred to as content pillars. These pillars serve as a blueprint for organizing social media content, simplifying the process of planning, creating, and sharing posts that reflect the brand's values and aspirations, as discussed by Harrop (2023). The main content pillars of the calendar, as shown in Figure 3, include education, engagement, behind-the-scenes glimpses, menu showcases, testimonials, and promotions.

Education	Engagement	Behind the Scenes	Menu Showcases	Testimonials	Promotions
<input type="checkbox"/> How to make the dough	<input type="checkbox"/> Giveaway	<input type="checkbox"/> Offer a glimpse of a day in the life	<input type="checkbox"/> Preparation of specific ingredients	<input type="checkbox"/> Use User generated content to show gratitude for positive reviews	<input type="checkbox"/> Lunch offer
<input type="checkbox"/> Hygiene requisites	<input type="checkbox"/> Poll asking about favourite pizza toppings	<input type="checkbox"/> Catch staff interactions	<input type="checkbox"/> Chopping fresh vegetables		<input type="checkbox"/> Buy 2 get 1 free
<input type="checkbox"/> Answer to questions about specific diets	<input type="checkbox"/> Enquiry about preference on sauces	<input type="checkbox"/> Mealtime rituals, what's the staff favourite lunch	<input type="checkbox"/> Burger of the week		<input type="checkbox"/> Special super discounted promotion for limited time only for social media customers.
<input type="checkbox"/> Guide how to order via Whatsapp	<input type="checkbox"/> Poll asking to vote the menu favourite	<input type="checkbox"/> Dough making process	<input type="checkbox"/> Pizza of the week		
		<input type="checkbox"/> Share the founders' stories	<input type="checkbox"/> Show customization options		

Figure 3. Content pillars examples used to form the content calendar.

Each week of the calendar was dedicated to a specific focus following the R.A.C.E principles. In the first week, I aimed to raise brand awareness by sharing videos showcasing the menu and behind-the-scenes glimpses of the restaurant. The second week focused on engaging customers through educational content, polls, and updates on current offers, while also building anticipation for upcoming promotions. Moving into the third week, I shifted the focus to converting viewers into customers by announcing promotions on TikTok, Instagram, and Facebook, with a targeted approach to local audiences through Facebook groups. Finally, in the fourth and final week of the content calendar, I shifted towards fostering advocacy for the restaurant and nurturing relationships

with existing customers. This involved focusing on content leveraging testimonials and encouraging audience interaction through questions and opinions. The testimonials served as social proof, reinforcing the restaurant's credibility and reputation among potential customers, as discussed previously by Lee & Kim (2020). Flexibility was a priority in designing the content calendar, allowing it to be reused and adjusted based on audience feedback and performance metrics. The goal was to keep the content fresh, interesting, and relevant to the target audience, with the ability to make quick changes as needed. The content calendar also emphasized the creation of different types of videos for TikTok and Instagram, considering the unique characteristics of each platform. While diversifying content types and topics to maintain relevance and originality, some content was designed to be repurposed between Facebook and Instagram to streamline efforts and ensure a consistent brand presence across both platforms. Given the condensed four weeks focus, I planned for the restaurant to post consistently during the weekdays and the frequency of posting was inspired by Austin (2021) who suggests posting at least three times week for each platform. The posting times were decided according to Newberry Kwok & Cohen (2023), Singh (2024) and Keutelian (2024) as discussed previously in the social media chapter.

#### **4.8 Recommendations on content workflow and video content production.**

During the process of crafting the social media plan, it became evident that discussing content creation, particularly focusing on videos, is crucial due to their high engagement levels. In the context of a restaurant where the owner handles most operations, finding efficient ways to produce content is essential. One recommendation is to involve staff members in content creation and designate clear responsibilities for managing social media. To kickstart the production process, it's essential to develop a content strategy and utilize a content calendar, as outlined in the social media plan. Having a centralized platform like Google Drive is advantageous for storing all materials and making them accessible to everyone involved in content creation. It facilitates documenting ideas during brainstorming sessions, identifying common customer questions for content inspiration, and preparing video scripts and call-to-action phrases.

A practical approach suggested by Wang (June 2023, min 2-10), involves dedicating three days to produce content in bulk, content batching. Each day involves scripting content, filming videos, and editing them to ensure alignment with the plan and address any necessary adjustments. Macready (2023) defines content batching as the practice of creating multiple pieces of content concurrently and scheduling them for release over a predetermined period. This strategy allows for proactive planning and consistent content delivery, thereby maintaining the visibility of your brand among your audience. While the content calendar suggests Saturdays and Sundays for preparation,

determining optimal days is crucial for the restaurant. Additionally, creating templates and keeping brand images accessible facilitates content creation.

Once the designated shooting days are established, the next phase involves DIY video production. While maintaining a low-budget approach, it's essential to invest in key equipment such as a tripod, lighting, and shooting with a high-resolution phone camera. During my visits to the restaurant, I encountered challenges filming in the confined kitchen space, emphasizing the need for a versatile phone holder to capture steady shots from various angles. Lighting plays a crucial role in DIY video production. Based on my restaurant experience, I recommend using a simple panel light with a diffuser to significantly enhance image quality. When shooting for platforms like Instagram and TikTok, it's important to film vertically on the phone. According to Mowat (2017), key considerations for phone filming include adjusting colour settings, ensuring proper focus on the scene, framing compositions following the rule of thirds, and managing exposure. While phone audio may not be optimal for interviews, incorporating voice-overs with better audio or AI voice effects during the editing phase can enhance the overall quality of the video.

Basic editing can be efficiently handled directly on TikTok and Instagram, with Cap-Cut offering additional features for specific graphics or advanced editing requirements. The focus should be on authenticity rather than cinematic quality, paying attention to framing, lighting, and sound. It's crucial for the restaurant to experiment and establish a workflow before considering significant investments. AI tools such as ChatGPT can aid in brainstorming ideas and script creation, while Vidyo.ai simplifies the process by segmenting longer videos into bite-sized segments suitable for social media. These practical considerations contribute to achieving high-quality DIY video production within budget constraints.

## 5 Conclusions

In my thesis journey, I discovered a newfound interest in the creative side of social media marketing, particularly in video creation. By actively participating in content creation during my visits to the restaurant, I gained valuable hands-on experience that deepened my understanding of content planning and creation processes. I realized that becoming proficient in social media marketing goes beyond just understanding the tools and features; it requires a deep understanding of the audience, platform nuances, and alignment with the brand identity. Practical application, experimentation, and learning from mistakes are essential for mastery. Furthermore, Effective social media engagement isn't just about promotion; it's about building genuine connections and fostering a supportive community.

Through extensive engagement with social media platforms during my research, I gained insights into the potential negative impact they can have on mental health. This highlighted the importance of authenticity and mindfulness in online interactions, prioritizing mental well-being while navigating digital spaces. Reflecting on the writing process, I acknowledge the challenges I faced as a non-native English speaker. Leveraging tools like Chat GPT helped improve the clarity and coherence of my writing, contributing to my growth as a communicator and thinker. The prompts used to edit the text I've written are: "can you rephrase this text?" "Can you make this text more linear, understandable?".

Though I'm content with the work done, staying focused amid the vast array of topics proved challenging due to the sheer depth and complexity of social media's multifaceted nature. Additionally, uncertainties remain about the implementation of the social media plan due to single-person responsibility and budget constraints. In conclusion, this thesis helped me better understand social media marketing and its potential. Moving forward, I'll carry the lessons learned and use them to navigate the changing social media world with confidence and purpose.

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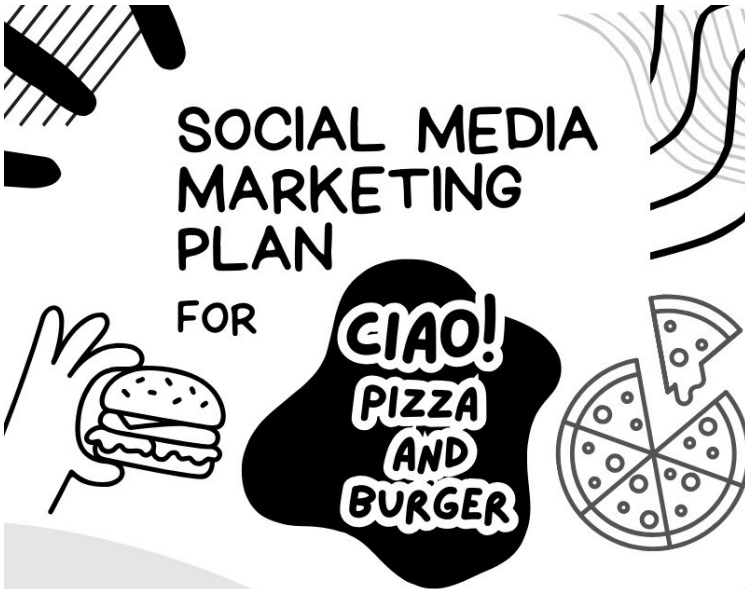
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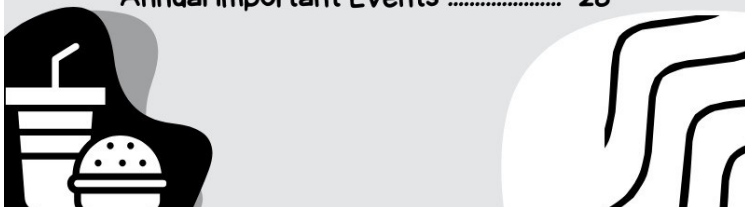
## **Appendices**

### **Appendix 1. Social media plan**



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# SITUATION ANALYSIS



## The Restaurant

Open since November 2023, Ciao Pizza and Burger serves a diverse array of casual comfort foods, including pizza, burgers, kebabs, and falafel, reflecting a fusion of various culinary influences.

## Business Model

The restaurant adopts a **value-driven** business model, offering **unpretentious**, fast-casual dining options suitable for all. The strategy is to keep low prices be competitive.

Its menu showcases **fresh ingredients**, including vegetables and **halal meat**.

Situated conveniently in Pohjois-Haaga, it benefits from accessibility via public transport and is surrounded by residential areas, offices, and student housing.

## Target Audience

- Halal customers
- Students
- Working adults in the area
- Residents within the 3km area

## Competitors

In the vicinity, competition is intense, with four neighboring restaurants, one offering similar cuisine.

Within a 3 km radius lies the Kaari shopping center, hosting numerous dining options.

Competitors in the area serving similar food include **Tupla Ässä, Lassilan Pizza, KotiPizza, Friends and Burger, Hesburger, Pizza Luna, Golden Pizza Kannelmäki and Restaurant Kuningas**.



# SITUATION ANALYSIS

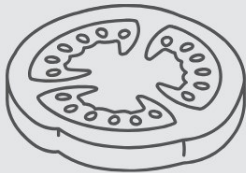


## Current Situation

The restaurant intermittently maintains profiles on **Google, its website, Facebook, Instagram, and WhatsApp**. The restaurant **doesn't have a TikTok profile yet**.

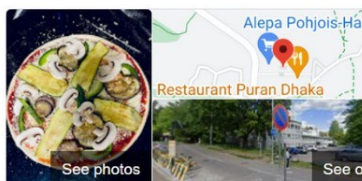
The content shared consists primarily of pictures of food and offers available.

Despite running a paid advertising campaign on Instagram, the effectiveness of its impact remains uncertain due to the lack of accessible data on who discovered the restaurant on Social Media.



Marketing responsibilities primarily fall on the owner and their network, lacking consistent professional support for photography or social media strategy planning.

The restaurant heavily relies on **delivery apps Wolt and Foodora, constituting 60% of its income**. It also leverages the ResQ Club app to attract customers with discounted prices, offering the same quality food at a lower cost. However, the restaurant deviates from the intended purpose of the app by not distributing leftovers.



Reviews are few but really good across all platforms (Google, Wolt, Foodora).

On Google the business is unclaimed and for better performance I suggest to complete and claim the profile.

Address: Näyttelijäntie 14, 00400 Helsinki  
 Hours: Closed - Opens 3:00 pm  
 Phone: 040 6836168  
 Suggest an edit - Own this business?  
 Price per person: €5-15  
 Reported by 8 users



## CUSTOMER BASE



Based on observations and interviews:

The audience is primarily **educated Finnish Millennials and Gen X residing within 1km.**

Men more often than women, although many of them bring food back home to family or spouses.

A lot of them are busy professional that want to get a quick cheap meal while **working from home or on their way home.**



## 3 TONE OF VOICE

For a restaurant targeting primarily millennials and Gen X, the tone of voice should be **contemporary, friendly, and relatable.**

**Communications should sound:**

- **Casual and Approachable:** Use language that feels conversational and laid-back, like you're chatting with friends over a meal.
- **Inclusive and Welcoming:** Create an inclusive environment where everyone feels welcome and valued, regardless of their background or dietary preferences.
- **Authentic and Transparent:** Be genuine and transparent in your communication, sharing behind-the-scenes glimpses and real stories about your restaurant's journey.





## INSIGHT FROM INTERVIEWS AND OBSERVATIONS



Most people discovered the restaurant by **walking by**. Another popular way of discovery was through ResQ Club, but people only buy through ResQ, they don't come back to order directly from the restaurant.

### PAINS :

The restaurant could be cozier and seating area better designed.

The restaurant seems not to be active online engaging customers and responding to reviews.

The pizza combinations options could be more (somehow they didn't perceive the possibility of customization).

### Key-words in customers' interviews :



## SWOT

### Strengths

- Good reviews on quality
- Location with good foot traffic
- Perceived as good value-for-money

### Weaknesses

- Competitive Market
- Dependent on Delivery apps
- Understaffed
- No marketing strategy
- Not replying to reviews

### Opportunities

- Untapped Markets : office workers, students and younger generations
- Leverage Social Media for promotion (in particular TikTok)

### Threats

- Prices are too low
- Profit loss on Delivery apps
- Not being able to maintain social media marketing efforts





# BUYER PERSONAS



## Buyer Persona 1 The remote working professional:

### Juuso

Male

Finnish

45-50



- **Occupation:** Highly educated professional specializing in event management, often working remotely, leading to dining out 3-4 days a week.
- **Family-oriented:** Balances work life with family responsibilities, including children.
- **Active Lifestyle:** Enjoys staying active through activities like walking.
- **Health-conscious:** Values health but also appreciates indulging in good food.
- **Traveler:** Travels frequently for both leisure and work purposes.
- **Digital Savvy:** Regularly checks restaurants on Google Maps and reviews online. Actively uses Instagram, TikTok, LinkedIn, and Facebook.

**Fresh vegetables are a big plus.**

**Discovers places on Google.**

**Uses Social Media daily primarily TikTok, Instagram. He's less and less on Facebook.**



## BUYER PERSONAS



### Buyer Persona 2 Looks for convenience:

**Teemu**  
Male  
Finnish  
30-35



- **Occupation:** Software developer who frequently works remotely, preferring to dine out 1-2 times per week for lunch when working from home.
- **Dining Preferences:** Seeks fast service, good value-for-money, and prioritizes the convenience of the restaurant location above all else.
- **Active Lifestyle:** Enjoys participating in various sports activities such as running, biking, and swimming.
- **Leisure Interests:** Finds enjoyment in playing board games and video games during leisure time.
- **Social Media Usage:** Not particularly active on social media platforms.
- **Decision-making Process:** Relies on Google Maps to find restaurants, pays close attention to reviews, and actively contributes by leaving reviews based on experiences.

### Taste is important

**Doesn't care much about ambience.**

**Lunch must be quick easy, cheap and very near.**

**Appreciates the clear labeling on the origin of the meat.**





## BUYER PERSONAS



### Buyer Persona 3 Busy mom:

**Minna**

Female

Finnish

35-40



- **Occupation:** Office worker juggling the demands of work and a busy family life.
- **Family-oriented:** Balances work commitments with caring for small children
- **Convenience Seeker:** Often opts for dining out 1-2 times per week to avoid cooking and to treat her family to enjoyable meals.
- **Price Conscious:** Values affordability and considers her family's preferences, especially what her children can eat, when choosing dining options.
- **Appreciates Me Time:** Occasionally hires a babysitter to unwind, enjoying leisurely walks and listening to podcasts for relaxation amidst her hectic schedule.

**Values cleanliness.**

**Deep cleanings every now and then.**

**Likes to unwind listening to podcasts.**

**Uses Facebook and Instagram.**



## DEFINING THE OBJECTIVES



- **Increase brand awareness:** Achieve a 20% increase in social media impressions, reach, and profile visits by the end of the 4-week period.
- **Increase Engagement and User Generated Content:** Achieve a 15% increase in average likes, comments, shares, and saves across all social media platforms by the end of the 4-week period.
- **Reach new potential customers:** Acquire 30 new customers within the next 4 weeks through targeted social media campaigns and promotions.
- **Increase lunch hour customers:** Increase traffic by 25% within the next 4 weeks through targeted promotions and incentives.

## Strategy & Tactics

**Content Pillars: Key themes or topics that your content will focus on.**

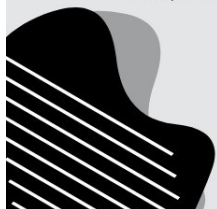
- **Menu Showcase:** Highlight your restaurant's menu offerings, including signature dishes, popular items, and seasonal specials.
- **Behind-the-Scenes:** Offer a behind-the-scenes look into the inner workings of your restaurant, including **kitchen operations, food preparation, and staff interactions**. Introduce your team members and highlight their roles and contributions to the restaurant's success. **Share stories** and anecdotes that showcase the personality and culture of your brand.
- **Promotions and Offers:** Create anticipation and excitement around **limited-time deals available for social media followers**, happy hour specials, and seasonal promotions.
- **Educational Content:** Show how you prepare the ingredients that go on pizza or burger. For example how to prepare the **"Spicy Beef"**. Address common questions and concerns about fast food, such as **ingredient sourcing, food safety practices, and dietary options**.
- **Entertainment and Engagement:** Participate in viral challenges, trends, and memes on social media platforms to stay relevant and connect with a wider audience. Host **contests, giveaways, and polls** to encourage interaction and participation from your followers. **Host events**, or tastings together to attract new customers.

**Content Creation Processes: Establish streamlined processes and templates to ensure consistent and efficient content creation.**

- Establish content creation workflows, including brainstorming sessions, content creation tools, and equipment.
- Create templates for social media posts, stories, and videos to maintain consistency in branding and messaging.

**Customer Understanding: Gain deeper insights into your target audience's preferences, behaviors, and needs to tailor your content effectively.**

- Conduct surveys, interviews, or social media listening to gather insights into customer preferences, interests, and pain points. Create pools and **ask questions in your posts**.
- Use analytics tools to monitor audience demographics, engagement metrics, and content performance.





## Strategy & Tactics



**Increase engagement: focus on creating short form video content for TikTok and Instagram**

- Plan and script video content to include elements like **questions, polls, contests, and giveaways to encourage audience participation.**
- Film a variety of shots, including wide shots of the restaurant interior and exterior, close-ups of food being prepared, **interactions between staff and customers**, and any special promotions or events taking place
- Always include a **Call-to-Action (CTA)**: Include clear and compelling calls-to-action in your posts to prompt desired actions from your audience, such as visiting your restaurant or participating in contests.

**Attract customers in a 3km radius**

- Include hashtags, voice-over and captions that mention **Pohjois-Haaga**.
- Utilize Local Facebook Groups.
- Leverage User-Generated Content
- Host Local Events or Promotions: Organize events, promotions, or special offers targeted specifically at residents.

## Actions

- **Dedicate time to shoot video and photography content** on every item on the menu when the restaurant is less busy. Create content in bulk so you'll be ready to post consistently.
- Schedule posting on TiktTok and Instagram **at least 5 times per week primarily on weekdays between 9-12 am**. There are also other good times to post (see calendar).
- **Establish a TikTok profile** be ready to post something right away. When logged in on the restaurant profile look only for profiles and content related to the restaurant world and your location to help the algorithm.
- **Update Google my Business** profile with new pictures.
- **Reply to Google reviews** and spark a conversation, look for restaurant advocates.
- **Update WhatsApp Business profile** and explore the automatic replies and choices option. Upload menu pictures for each item.
- **Write a longer form post on Facebook** explaining your story, why did you open the restaurant and add a short video of the restaurant premises and food.
- **Promote your business on FB groups** Pohjois-Haaga, Etelä-Haaga and Burger Lovers Finland. Create a video where you can see the premises from outside and promote your special lunch offer.
- **Monitor social media conversation daily**, keep track of comments and be ready to answer.
- **ResQ Club only for leftovers**. ResQ Club has been great for promotion and it does attract customers, but it also takes 30% of profit on top of a discounted price. Write on ResQ description an invitation to follow the restaurant on Instagram and TikTok to access incredible deals directly from the restaurant without intermediary.





## Evaluation



- Continuously monitor and evaluate the performance of the posts using analytics tools provided by each social media platform i.e **TikTok Analytics and Insights in Meta Business Suite** for Facebook and Instagram. Track key performance indicators (KPIs) such as **reach, views, engagement, conversion and impressions**.
- Analyze the effectiveness of your content, and promotional activities in achieving your objectives. How many **likes, comments and shares**? Identify areas of improvement and make data-driven adjustments to the strategy as needed.
- Measure the **restaurant visits** coming from social media using **specific offers** for each platform and ask new customers how they discovered the restaurant to understand the efficacy of your strategy and evaluate **ROI**. Ask customers at the restaurant "how do they find us?"

## Video Content ideas

### Video 1: Mixing the Dough Visuals:

- The video opens with a close-up shot of fresh ingredients laid out on a clean countertop: flour, water, yeast, salt, and olive oil.
- As the upbeat background music starts playing, the camera zooms in on a pair of hands pouring the flour into a mixing bowl.
- The hands then add water, yeast, salt, and a drizzle of olive oil to the bowl, followed by a sequence of mixing and kneading the dough until it forms a smooth, elastic ball.
- Throughout the process, different camera angles capture the texture and consistency of the dough, highlighting its transformation from loose ingredients to a cohesive mass.

Copy: "Welcome to Ciao Pizza! In this series, we're taking you behind the scenes of our kitchen to show you how we craft the perfect pizza dough. It all starts with the basics: flour, water, yeast, salt, and a touch of olive oil. Watch as our expert chefs work their magic to create a dough that's both tender and flavorful. Stay tuned for the next step in our dough-making journey!"

### Video 2: Rising Process Visuals:

- The video begins with a time-lapse shot of the dough resting in a covered bowl, placed in a warm, draft-free area to rise.
- Overlaid text displays the passage of time as the dough gradually doubles in size, showcasing the importance of patience and allowing the yeast to ferment.
- Close-up shots focus on the smooth surface of the risen dough, capturing its pillowy texture and airy pockets.
- A gentle poke from a finger leaves a temporary indentation, demonstrating the dough's elasticity and readiness for shaping.

Copy: "Time for the dough to take a well-deserved break! After mixing, our dough gets some quality time to rise and develop its signature flavor and texture. This crucial step allows the yeast to work its magic, creating those delightful air pockets that give our crust its light and fluffy texture. Just wait until you see how it transforms in the oven!"

### Video 3: Dough Throwing Technique Visuals:

- The video opens with a wide shot of a chef tossing a ball of dough in the air, skillfully stretching it into a thin, round shape.
- Slow-motion shots capture the fluid motion of the chef's hands as they catch and release the dough, creating a mesmerizing dance of movement.
- Overlaid text provides tips and tricks for mastering the dough-throwing technique, such as keeping the dough well-floured and using a gentle touch to avoid tearing.
- Close-up shots highlight the dough's elasticity and responsiveness to the chef's skilled manipulation, showcasing the artistry behind the process.

Copy: "Time to put our dough-spinning skills to the test! Watch as our talented chefs demonstrate the art of dough throwing, a centuries-old technique that results in perfectly thin and uniform pizza crusts. It's all about finding the right balance of finesse and flair. Ready to give it a try? Stay tuned for more insider tips and tricks!"





## Video Content ideas

### Fresh & Flavorful: Taste the Difference!

Opening shot of a colorful array of fresh vegetables. Quick cuts of hands slicing fresh vegetables and chefs preparing pizzas and burgers in the kitchen. Close-up shots of pizzas and burgers being topped with fresh ingredients. Final shot of a beautifully plated pizza and burger surrounded by fresh vegetables.

Voiceover: "Experience freshness at Ciao! Pizza & Burger. Our pizzas and burgers are made with the freshest ingredients, ensuring every bite bursts with flavor. Taste the difference today! Vegetables emojis 🥬🥕🍅 #FreshEats #FlavorfulBites"

### Lunch Deal

Start with a shot of the exterior of Ciao Pizza and Burger to establish the location.

Show a variety of mouthwatering lunch options available at the restaurant, including pizzas, burgers, salads, and sides.

Capture footage of customers enjoying their meals and interacting with staff members.

Display the lunch special prominently on a menu board or sign.

Conclude with a shot of happy customers raising their glasses in a toast.

Copy: 🍕🍔 Looking for affordable lunch options in Pohjois Haaga? Dive into deliciousness at Ciao Pizza and Burger! For just 8.50€, enjoy a hearty lunch that won't break the bank, complete with your choice of drink.

Join us today for a satisfying meal that's as easy on your wallet as it is on your taste buds! #AffordableLunch #CiaoPizzaBurger #LunchDeal

### Tag-a-Friend Contest:

Create a video showcasing your delicious pizza, burgers and kebabs. In the caption, encourage your followers to tag a friend they'd like to enjoy a meal with. Offer a prize, such as a free meal or discount, for both the original poster and the friend they tag. Example caption: "Tag a friend you'd devour these pizza burgers and kebabs with in the comments for a chance to win a free meal for both of you! 🍕🍔 Don't forget to follow us and use #CiaoPizzaContest to enter!"

### Pickles poll:

🥒🍔 Do you prefer your burgers with or without pickles? Cast your vote now in our burger poll! Whether you're team #PicklesOn or #PicklesOff, we want to hear from you. Let your taste buds decide and join the debate! 🗳️🍔 #BurgerPoll #PickleDebate

For the video visuals accompanying the burger poll, you could show a close-up shot of a delicious burger being assembled, with one version featuring pickles and the other without. As the video progresses, you could alternate between shots of each burger variation, highlighting the presence or absence of pickles.

Additionally, you could include text overlays prompting viewers to cast their vote by commenting with their preference (#PicklesOn or #PicklesOff) or using Instagram's poll feature. This dynamic visual presentation will engage viewers and encourage them to participate in the poll.



## Call-to-Action Examples



### Visit Us:

"Stop by our restaurant today to taste these delicious burgers for yourself!"

"Craving pizza? Come on down to Ciao!Pizza and Burger and satisfy your hunger!"

### Order Now:

"Craving our delicious pizzas and burgers? 🍕🍔 Order now and satisfy your hunger! Simply give us a call or shoot us a WhatsApp message to place your order. We're ready to serve you! 📞 #OrderNow #PizzaTime #BurgerCraving"

"Hungry? Order ahead on WhatsApp with just a message and we'll have your favorite dishes ready for you in no time. Don't let hunger wait - place your order now and satisfy those cravings with ease! 🍕📱 #OrderAhead #WhatsAppOrdering #SatisfyYourCravings"

### Tag a Friend:

"Know someone who loves burgers as much as you do? Tag them in the comments and plan your next meal together!"

"Tag a friend who needs to try our mouthwatering pizza ASAP!"

### Share Your Experience, Leave a Review:

"Love dining with us? Share your experience and get rewarded! Whether it's a mouthwatering meal, a friendly staff encounter, or our cozy ambiance, we want to hear all about it. Snap a photo, write a review, or simply share your thoughts, and as a thank you, enjoy a special discount on your next visit! Your feedback means the world to us, so spread the love and let others know why you enjoy dining with us. 📸👍 #ShareYourExperience #GetRewarded"

"Love our food? Spread the word by sharing this post with your friends and family!"

### Enter a Contest/Giveaway:

"Want to win free food? Enter our giveaway by liking this post and tagging two friends in the comments!"

"Join our photo contest for a chance to win a gift card! Share a photo of your meal and tag us to enter!"

### Learn More:

"Want to know more about our menu options? Check out our website for a full list of offerings and nutritional information."

"Curious about how we make our food? Watch our behind-the-scenes video on YouTube to see our kitchen in action!"

### Sign Up for Updates:

"Stay in the loop with all our latest promotions and specials! Sign up for our email newsletter today."

"Don't miss out on exclusive offers! Subscribe to our SMS alerts and be the first to know about our deals."

### Follow Us:

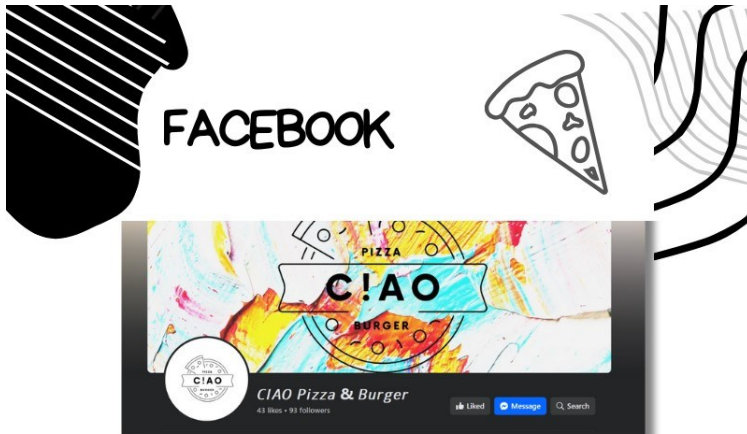
"Stay connected with us for mouthwatering food photos, exclusive offers, and behind-the-scenes fun! Follow us on Instagram/Facebook/TikTok."

"Join our growing community of food lovers! Follow us for daily updates on all things delicious."

### Share Your Opinion:

"We want to hear from you! Take our quick survey and let us know how we can make your dining experience even better."

"Have a suggestion for a new menu item? Drop us a comment and share your ideas!"



### Facebook Branding Guidelines:

- Logo Presentation:** Ensure visibility by adjusting the logo's appearance. Consider increasing the black outline or placing it against a black background if the logo is currently white on white.
- Cover Image:** Select a cover image that aligns with the brand's aesthetics, utilizing black, white, and grey colors or featuring an image from the restaurant.

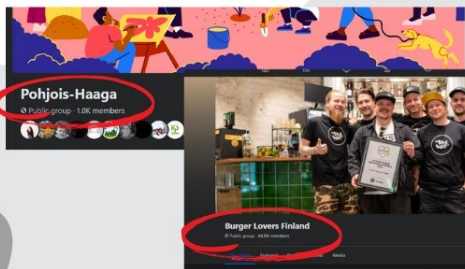
### Effective Strategies for Facebook:

- Groups and Facebook Advertising:** Leverage Facebook groups and advertising for enhanced engagement and reach (Pohjois-Haaga and Haaga groups). Consider investing in targeted advertising to reach new audience locally. Consider **hosting events** that you can promote on said groups.

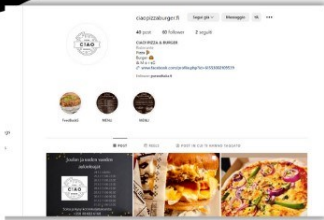
### Recommended Content Types for Facebook:

- Videos:** Consider creating videos featuring chefs sharing their culinary expertise or hosting live videos to engage the audience through interactive questions and images.
- Visual Content:** Experiment with video and animated images, as they tend to perform well on the platform. Refer to resources such as Neil Patel's insights on the most shared content types on Facebook for further guidance. <https://neilpatel.com/blog/shared-the-most-on-facebook/>
- Educational Content:** Craft how-to articles, which are highly shareable on Facebook. Keep headlines concise (around 7 words) and incorporate plenty of images to increase shares. Consider including multiple images within a single post to enhance visual appeal.
- Long -Form Articles:** Generate blog articles focusing on tips, how-tos, and educational content, as they tend to garner more shares on Facebook. Aim for articles with more words to maximize engagement.

### Pohjois-Haaga and Burger Lover Finland groups allow advertisement



# INSTAGRAM



Adding contrast helps to make the logo more visible



On Instagram an optimized business profile is crucial.

- Avoid white on white logo on profile
- Enhance appeal: Aim for eye-catching and engaging design elements.
- More emojis in the vertical bio description.
- Diversify the profile with colorful highlights categories for swift searches. For example create different menu categories for Pizzat, Kebabit, Burgerit etc...

## Alternative Bio

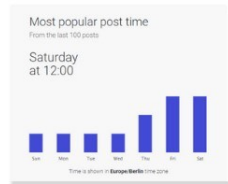
📍 Pohjois Haaga's favorite spot for delicious pizzas & burgers  
 🍕🍔  
 📱 Order ahead on WhatsApp: [WhatsApp number]  
 📞 Or call us: [Phone number]  
 🌐 www.ciaopizzaburger.fi  
 📄 www.facebook.com/profile  
 Tag us in your photos with #CiaoPizzaBurger to be featured!

## Recommended Posting Times:

- Monday: 9 am to 10 am.
- Tuesday: 9 am to 10 am.
- Wednesday: 5 am, 11 am, and 3 pm.
- Thursday: 12 pm and 5 pm.
- Friday: 9 am to 10 am and 5 pm to 6 pm.
- Saturday: 8 am to 12 pm.
- Sunday: 10 am to 2 pm.

10 Apr 2024

SocialPilot  
<https://www.socialpilot.co> | Blog



Here it shows Ciao's posting time. Generally its better to post on weekdays 7-9 am

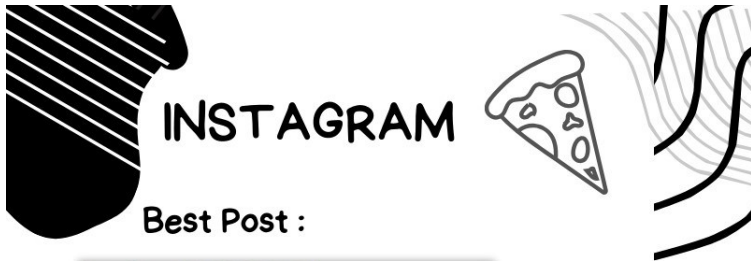


Data on Ciao's activity and engagement rate

**Focus on Stories & Reels don't forget captions and voice-over**



Aim for a Carousel of multiple pictures and videos that tell a story (min 4--5 pictures and or video mix with pictures). Enhance photography lighting and quality.



Best Post :



This is the post that has performed the best. The black background and the close focus make the food stand out and look more appetizing.



## Content Strategy

- **Mouthwatering Food Shots, Carousel:** Capture high-quality images of our signature pizzas, gourmet burgers, and tempting sides to showcase our culinary delights and entice viewers.
- **Behind-the-Scenes Moments, Short Videos:** Share glimpses of our kitchen staff preparing fresh ingredients, crafting pizzas, and grilling burgers to highlight the care and craftsmanship that goes into every dish.
- **Customer Testimonials & Reviews Video:** Feature positive reviews, testimonials, and feedback from satisfied customers to build trust and credibility with potential diners.
- **User-Generated Content Showcases, Carousel:** Showcase photos and videos shared by our customers, celebrating their dining experiences at our restaurant and encouraging others to share their own.
- **Live Streaming Sessions:** Host live cooking demonstrations where viewers can watch your chefs prepare signature dishes in real-time. Schedule live Q&A sessions with the owner or chef to answer questions from your audience about your menu, ingredients, or restaurant history.
- **WhatsApp Ordering Promotion:** Create engaging videos that promote ordering through WhatsApp, showcasing the convenience and ease of placing an order via text message.

## Content Example

Carousel Post: Create a carousel post featuring photos and videos of your lunch specials, with each image showcasing a different menu item. In the caption, mention the discounted prices or special offers available during lunch hours and include a call-to-action inviting followers to tag their lunch buddies and visit your restaurant today.

Caption: "Ready for a midday pick-me-up? Our lunch specials are here to satisfy your cravings without emptying your wallet! Swing by between 11:00 and 15:00 for unbeatable deals on your favorite fast food classics. Tag your lunch squad and join us today! #LunchSpecials #FastFoodFix #SatisfyYourCravings"



### Why :

TikTok can be an effective platform for organic reach for a restaurant due to its algorithm that prioritizes discoverability and viral content.

TikTok can still be a valuable platform for reaching millennials and Gen X customers, despite its reputation as being primarily popular among Gen Z. Its user base has been steadily expanding to include older demographics, including millennials and Gen X.

### Content Pillars:

- **Mouthwatering Menu Showcases:** Highlight your delicious pizzas, gourmet burgers, and tempting sides in visually appealing videos.
- **Behind-the-Scenes Sneak Peeks:** Take viewers behind the scenes to see your chefs in action, preparing fresh ingredients and crafting culinary masterpieces.
- **Customer Testimonials:** Share authentic testimonials and reviews from satisfied customers to build trust and credibility.
- **User-Generated Content:** Showcase photos and videos shared by your customers, celebrating their dining experiences and encouraging others to visit.
- **WhatsApp Ordering Promotion:** Create engaging videos that promote ordering through WhatsApp, showcasing the convenience and ease of placing an order via text message.

### Content Ideas:

- **Menu Spotlight:** Create short, attention-grabbing videos showcasing your most popular menu items, such as a sizzling burger fresh off the grill or a mouthwatering slice of pizza being pulled from the oven.
- **Chef's Special:** Feature your chef introducing a weekly or daily special, explaining the ingredients and inspiration behind the dish in an engaging and entertaining way.
- **Kitchen Tour:** Take viewers on a virtual tour of your kitchen, showing the hustle and bustle behind the scenes and the care and attention that goes into each dish.
- **Customer Reviews:** Share video testimonials from satisfied customers, capturing their genuine reactions and positive feedback about their dining experience at your restaurant.
- **WhatsApp Ordering Tutorial:** Create a step-by-step tutorial video demonstrating how easy it is to place an order through WhatsApp, highlighting the convenience of text-based ordering.
- **Ordering Process Explainer:** Showcase the process of ordering via WhatsApp, from sending a message to receiving a confirmation, to reassure viewers of the simplicity and efficiency of the process.
- **Special Offers:** Create videos promoting exclusive deals or discounts available for customers who order through WhatsApp, incentivizing viewers to take advantage of the offer.



### Promotion Tactics:

- **CTA in Videos:** Include a clear call-to-action in your videos encouraging viewers to order via WhatsApp for convenience and fast service.
- **In-Video Text Overlays:** Use text overlays within your videos to highlight the WhatsApp ordering number and any special promotions or deals available.
- **Engagement with Viewers:** Respond to comments and messages from viewers promptly, providing assistance and answering questions about the ordering process via WhatsApp.
- **Cross-Promotion:** Share your TikTok videos on other social media platforms, such as Instagram and Facebook, to reach a wider audience and drive traffic to your WhatsApp ordering service.

### Key Metrics to Track:

- **Views and Engagement:** Monitor the number of views, likes, comments, and shares on your TikTok videos to gauge audience interest and engagement.
- **WhatsApp Orders:** Track the number of orders received through WhatsApp and measure the effectiveness of your TikTok promotion in driving conversions.



Here is an example of TikTok video for Ciao! Pizza and Burger.

This could be improved by adding a question and a call to action at the end.

- Looking for lunch in Pohois-Haaga?
- Order your lunch with a text on WhatsApp!



## TikTok Content ideas :

- **Menu Spotlight:**

Visuals: Close-up shots of our delectable pizzas and burgers, showcasing their irresistible toppings and cheesy goodness, perfect for a satisfying lunch in Pohjois-Haaga.

Copy: "In Pohjois-Haaga and craving a delicious lunch? Dive into our mouthwatering pizzas and burgers today! Hate calling? Order via text on WhatsApp! #PohjoisHaagaEats #LunchTime"

- **Chef's Special:**

Visuals: Our chef presents this week's special dish, highlighting the fresh, locally sourced ingredients and expert preparation techniques, exclusively available at our Pohjois-Haaga location.

Copy: "Attention Pohjois-Haaga foodies! Discover our chef's special creation this week, crafted with love and skill. Order now via WhatsApp for a hassle-free lunch experience! #ChefSpecial #LocalFlavors"

- **Kitchen Tour:**

Visuals: Take a sneak peek into our busy kitchen in Pohjois-Haaga, where our talented chefs are hard at work preparing delicious meals with precision and passion.

Copy: "Curious about what goes on behind the scenes? Step into our kitchen in Pohjois-Haaga and witness the magic firsthand! Hate calling? Order via WhatsApp for a seamless lunchtime treat! #BehindTheScenes #KitchenLife"

- **Customer Reviews:**

Visuals: Happy customers share their glowing reviews and reactions to our mouthwatering dishes, providing a taste of the delightful dining experience awaiting you at our Pohjois-Haaga restaurant.

Copy: "Join the satisfied customers in Pohjois-Haaga who rave about our delicious food! Don't like calling? No problem! Order via WhatsApp and enjoy a hassle-free lunch today! #HappyCustomers #PohjoisHaagaEats"

- **WhatsApp Ordering Tutorial:**

Visuals: A step-by-step guide demonstrating how easy it is to place an order via WhatsApp, showcasing the convenience and simplicity of text-based ordering for lunch in Pohjois-Haaga.

Copy: "No time for calls? No worries! Learn how to order your favorite lunch dishes via WhatsApp in Pohjois-Haaga. It's quick, easy, and hassle-free! #OrderNow #WhatsApp"

- **Special Offers Promotion:**

Visuals: Exciting visuals highlighting our latest lunchtime offers and discounts, exclusively available to customers in Pohjois-Haaga who order via WhatsApp.

Copy: "Calling all Pohjois-Haaga residents! Enjoy exclusive lunchtime offers when you order via WhatsApp. Don't miss out on these delicious deals! #SpecialOffers #PohjoisHaagaEats"

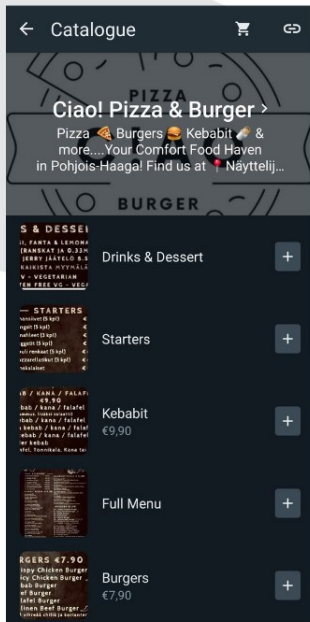
# WHATSAPP

## Why :

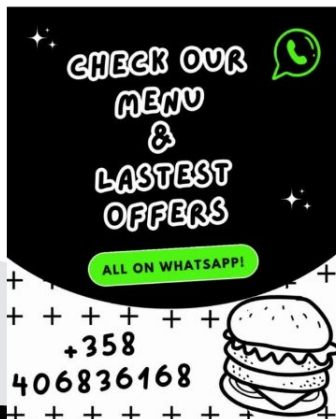
Restaurants can **engage with customers in a direct and personalized manner** by addressing them by name, providing tailored recommendations based on their preferences, and offering exclusive deals or discounts based on their past orders, creating a more engaging and personalized dining experience.

**Customers can place orders directly** through WhatsApp, making it convenient and accessible for them to order their favorite meals without the need for phone calls or visiting your website. According to recent statistics people **don't like to call**. This turned out to be true also during my observations and interviews with customers at the restaurant. One person even ordered through Wolt and then went to pick up the order herself just because it's easier through the app.

## Actions



- **Upload images of each menu item** along with detailed descriptions and prices to entice customers and provide all necessary information.
- **Customer Support:** Offer customer support and assistance through WhatsApp, promptly responding to inquiries, addressing concerns, and providing information about your restaurant's offerings. Set up automatic responses and choice options
- **Create a channel** and promote it through other Social Media. Ask people to follow on WhatsApp to access to special promotions available only for WhatsApp followers



**Video idea** promoting ordering on WhatsApp. To be shared on Instagram.

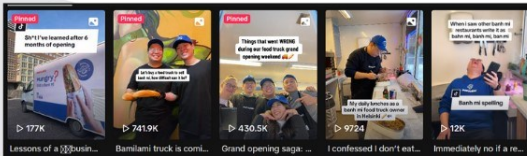
Better to replace the pizza in the video with own content, I used a video found on Canva.

# CONTENT INSPIRATION



**BAMILAMI**  
OPENED IN NOVEMBER  
2023

## CONSISTENCY IS KEY



This food truck gained widespread attention through their active presence on social media. Their communication style is warm and amusing, with the owner adding a personal touch by putting himself front and center. This approach makes the audience feel connected, as if they know the owner personally.



Contests and giveaways drive momentum as they incentivize participation and sharing among people.

## BEHIND THE SCENES



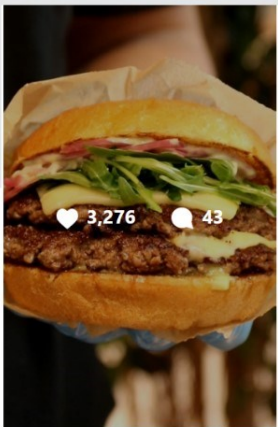
By showcasing behind-the-scenes glimpses and the journey of building a food truck, they attract significant engagement from their followers.

# CONTENT INSPIRATION

## FRIENDS & BRGRS

The videos showcasing food preparation achieve the highest success. These videos feature **close-up shots of the food, captured from a high angle or from the side**, emphasizing extreme cleanliness in both tools and surroundings. Engagement rates are notably higher on TikTok, with a greater number of comments.

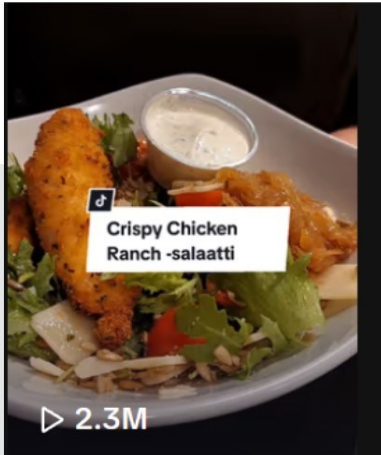
## CAPTIVATING AESTHETIC



- Instagram 20 sec video with voice over and subtitles.
- Gloves and clean environment.
- Nice time lapse of cheese melting.
- Producing these videos necessitates a budget because one must determine the suitable equipment and technique.

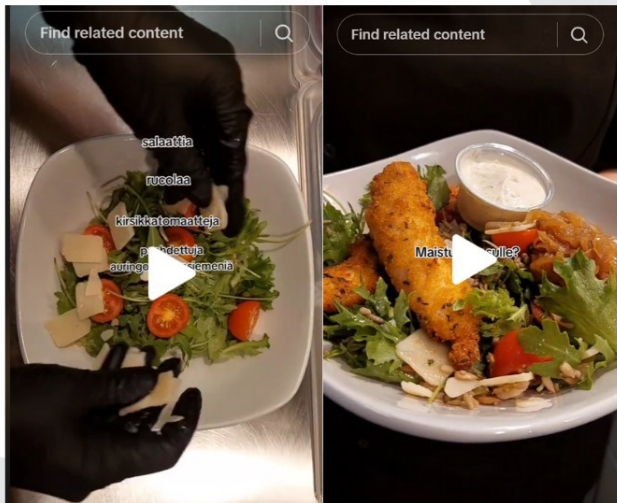
# CONTENT INSPIRATION

## FRIENDS & BRGRS



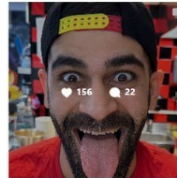
- TikTok 9 sec video with voice over and subtitles.
- Gloves and clean environment.
- Low budget shot on phone, yet aesthetically pleasing.

A lot of content on their TikTok is not shot with professional equipment, yet the views and engagement are good. Because the videos are still very appealing, they use captions voice-over and a CTA.

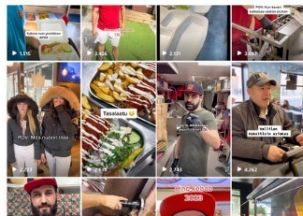
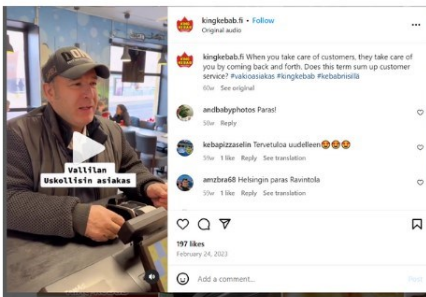
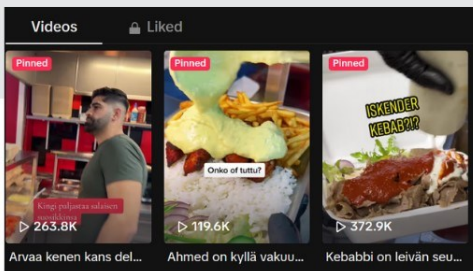




**KING KEBAB TIKTOK PAGE**



The owner and staff share their personal preferences and demonstrate how they prepare their favorite dishes. They actively engage the audience by asking for their preferences in their videos, creating highly entertaining content with a humorous touch.

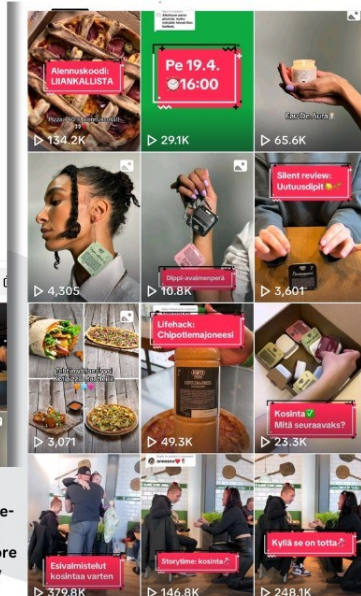
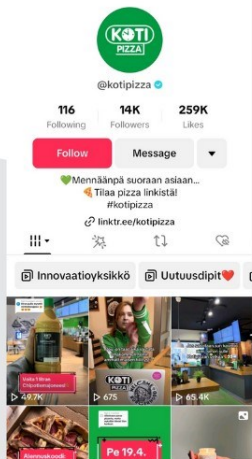


The kebab restaurant frequently posts on social media, emphasizing their dishes and incorporating playful banter among the staff. All seems shot with a phone and low budget.

# CONTENT INSPIRATION

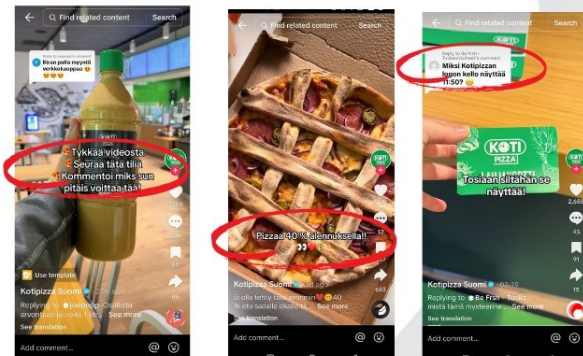
KOTI PIZZA

TIKTOK



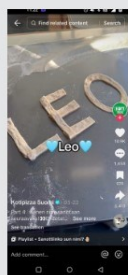
Videos that excel typically feature both captions and voice-overs. Additionally, those shot with a phone, which appear more authentic and often tell a story or offer behind-the-scenes glimpses, tend to outperform others.

Koti Pizza provides exclusive offers, actively engages its audience by posing questions, responding to inquiries, and sharing educational content about the restaurant's background. Additionally, they host giveaways and contests to further enhance interaction.



In this playful and humorous approach, they suggest that mentioning a specific name means that person has to treat you to Koti Pizza.

It's a clever tactic to encourage people to share the post with their friends. The video showcases names creatively crafted from dough, tomato sauce, and other inventive methods.

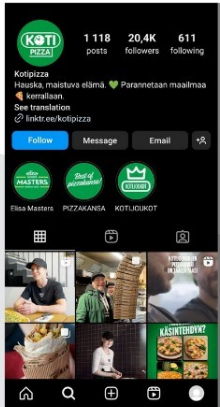


# CONTENT INSPIRATION

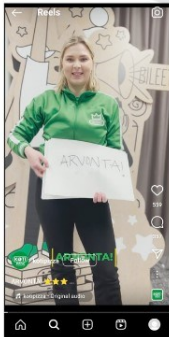


## KOTI PIZZA INSTAGRAM

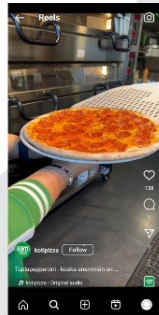
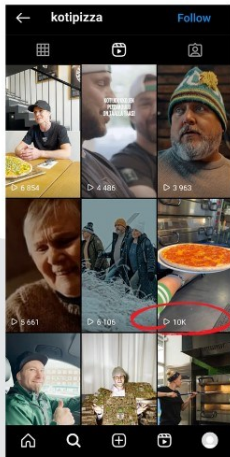
Videos with people perform better. In this case he was showcasing a new item keto pizza. Interesting content for health conscious people.



Giveaways and contests always perform very well in engagement



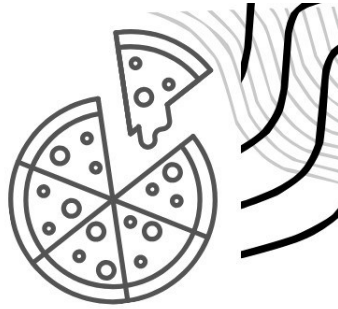
Carousels of pictures behind the scenes, telling a story, introducing people



This video is 5 seconds. Has a lot of views, but not much engagement. Call to action and question missing



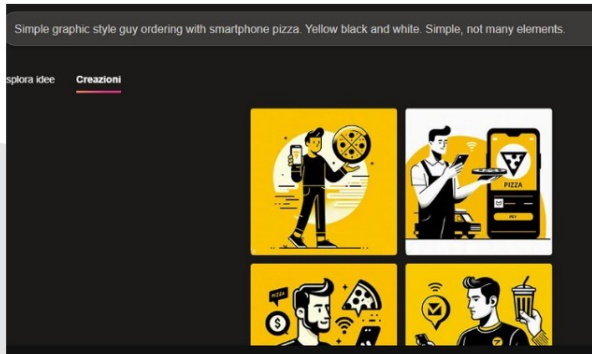
# FREE TOOLS



## AI IMAGES

Bing  
<https://www.bing.com/images/create>

Image Creator from Microsoft Designer



## GRAPHICS

MADE IN  
**Canva**

## VIDEO EDITING

CapCut  
<https://www.capcut.com>  
CapCut | All-in-one video editor & graphic design tool driven ...  
CapCut is an all-in-one creative platform powered by AI that enables video editing and image design on browsers, Windows, Mac, Android, and iOS.

## PHOTO BACKGROUND REMOVAL

Remove.bg  
<https://www.remove.bg>

## TIKTOK & INSTAGRAM OWN EDITORS




PATHSOCIAL

Instagram Profile Analyzer: Free AI Tool for Reliable Analytics



# CONTENT CALENDAR



- Instagram Reel
- Instagram Carousel
- Instagram Story
- TikTok Video
- TikTok Carousel
- Facebook

## Week 1: Brand Awareness & Menu Showcase

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<p>Menu Showcasing</p> <p>TikTok 6:00 Instagram 8:00 Facebook 9:00</p> <ul style="list-style-type: none"> <li><b>TikTok Video</b> showcasing the preparation of the "Spicy Beef" pizza.</li> <li><b>Instagram Reel</b> highlighting the restaurant's signature dishes</li> <li><b>Facebook reel</b> highlighting the signature dishes</li> </ul>	<p>Behind the Scenes</p> <p>TikTok 9:00 Instagram 10:00 Facebook 17:00</p> <ul style="list-style-type: none"> <li><b>TikTok video:</b> Behind-the-scenes video of kitchen operations with staff interactions or Staff favorite's signature dishes</li> <li><b>Instagram Reel:</b> Introducing key team members and their roles. Or what they like to eat and prepare it</li> <li><b>Facebook Reel</b> introducing team</li> </ul>	<p>Menu Showcasing</p> <p>TikTok 8:00 Instagram 5:00 Facebook 9:00</p> <ul style="list-style-type: none"> <li><b>TikTok video:</b> Ingredients preparation focus on fresh vegetables options and their preparation.</li> <li><b>Instagram Reel</b> showing vegan and vegetarian options and their preparation.</li> <li><b>Facebook Reel</b> showing vegan and vegetarian options</li> </ul>	<p>Giveaway Promotion and Testimonial</p> <p>TikTok 8:00 Instagram 8:00</p> <ul style="list-style-type: none"> <li><b>TikTok video</b> Giveaway: Mention your location and show your food. Ask to follow and tag a friend in the comments and with a pizza or burger for both of you. End the contest the same day.</li> <li><b>Instagram Reel</b> showcasing customer testimonials and experiences.</li> </ul>	<p>Behind the Scenes</p> <p>TikTok 13:00 Instagram 9:00</p> <ul style="list-style-type: none"> <li><b>TikTok Carousel</b> gallery showing the restaurant location and share the restaurant story.</li> <li><b>Instagram</b> Carousel of pictures and video showing location and story of the restaurant.</li> </ul>	<ul style="list-style-type: none"> <li>Reply to comments and keep track of questions to draw inspiration for future content</li> <li>Shoot videos and take pictures</li> <li>Ask customers in house to follow you on socials for upcoming promotions</li> </ul>	<ul style="list-style-type: none"> <li>Reply to comments and keep track of questions to draw inspiration for future content</li> <li>Shoot videos and take pictures</li> <li>Ask customers in house to follow you on socials for upcoming promotions</li> </ul>

## Week 2: Engagement & Behind-the-Scenes

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<p>Educate</p> <p>TikTok 6:00 Instagram 8:00 Facebook 9:00</p> <ul style="list-style-type: none"> <li><b>TikTok Educational</b> content on food safety practices or dietary options.</li> <li><b>Instagram carousel</b> addressing common questions about fast food ingredients. Like origin of the meat, what kind of flour do you use for your pizza dough, are there special diet options etc..</li> <li><b>Facebook reel</b> addressing questions see insta</li> </ul>	<p>Engage and Promotion</p> <p>TikTok 8:00 Instagram 10:00</p> <ul style="list-style-type: none"> <li><b>TikTok Poll:</b> asking followers about their favorite pizza topping or burger combination.</li> <li><b>Instagram Reel:</b> Promote your offers for the month Lunch and the buy 1 get 1 free offer. Focus on family convenience and not feeling like cooking.</li> </ul>	<p>Behind the scenes</p> <p>TikTok 8:00 Instagram 5:00 Facebook 9:00</p> <ul style="list-style-type: none"> <li><b>TikTok Pizza:</b> Dough Making: Showcase the process of their preparing and kneading the pizza dough from highlighting the ingredients and techniques used.</li> <li><b>Instagram Reel:</b> Burger Patty Preparation: Film the team forming and seasoning burger patties by hand, emphasizing the quality and freshness of the ingredients.</li> <li><b>Facebook Reel:</b> same as insta</li> </ul>	<p>Showcase Menu Engage</p> <p>TikTok 9:00 Instagram 8:00</p> <ul style="list-style-type: none"> <li><b>TikTok Burger of the Week:</b> Mouthwatering photo carousel featuring the restaurant's latest burger creation, accompanied by a description of the unique toppings and flavors.</li> <li><b>Instagram Story:</b> poll: Do you like your burger with a spicy mayo or a tangy aioli? Ask opinions on new sauce combination</li> <li><b>Facebook Reel</b> or post: How to order on WhatsApp from the restaurant</li> </ul>	<p>Educate &amp; Testimonial</p> <p>TikTok 13:00 Instagram 11:00 Facebook 9:00</p> <ul style="list-style-type: none"> <li><b>TikTok carousel:</b> How to order via WhatsApp</li> <li><b>Instagram</b> Carousel featuring user-generated content or customer photos.</li> <li><b>Facebook Reel</b> or post: How to order on WhatsApp from the restaurant</li> </ul>	<p>Create excitement</p> <p>TikTok 11:00 Instagram 12:00</p> <ul style="list-style-type: none"> <li><b>TikTok Video:</b> create excitement over upcoming promotion next Tuesday</li> <li><b>Instagram Story</b> create excitement over upcoming promotion ext Tuesday</li> </ul>	<p>Create excitement</p> <p>TikTok 16:00 Instagram 14:00</p> <ul style="list-style-type: none"> <li><b>TikTok Carousel</b> countdown</li> <li><b>Instagram Story</b> countdown on promotion</li> </ul>

## Week 3: Convert with promotion and Interaction

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<p>Show testimonials</p> <p>TikTok 6:00 Instagram 8:00 Facebook 9:00</p> <ul style="list-style-type: none"> <li><b>TikTok Show:</b> Reviews and customer favorites.</li> <li><b>Instagram video</b> and pictures on how to order on WhatsApp</li> <li><b>Facebook reel:</b> Video promoting the Lunch offer Post on restaurant page and on the 3 local groups</li> </ul>	<p>Promotion</p> <p>TikTok 9:00 Instagram 10:00 Facebook 17:00</p> <ul style="list-style-type: none"> <li><b>TikTok:</b> Create a super promotion only for social media followers as anticipated last Sunday ask to tag a friend and share. The price needs to be worth it.</li> <li><b>Instagram Reel:</b> with the same media followers only if you come to the restaurant and show the follow</li> <li><b>Facebook post:</b> Instagram reel on FB with the promotion</li> </ul>	<p>Showcase Engage</p> <p>TikTok 8:00 Instagram 5:00 Facebook 9:00</p> <ul style="list-style-type: none"> <li><b>TikTok:</b> Customization Options: Highlight how customers can customize, such as choosing their favorite toppings or building their own burger creations.</li> <li><b>Instagram Story</b> poll asking followers to vote for their favorite menu item.</li> <li><b>Facebook Reel:</b> Use the Tiktok customization video</li> </ul>	<p>Educate Engage</p> <p>TikTok 9:00 Instagram 8:00</p> <ul style="list-style-type: none"> <li><b>TikTok video:</b> Grill Action: Capture the sizzling sounds and mouthwatering visuals as burgers are grilled to perfection, showcasing the skill and precision of your kitchen staff.</li> <li><b>Instagram Story</b> poll asking followers to vote for their favorite menu item.</li> </ul>	<p>Behind the scenes and testimonials</p> <p>TikTok 13:00 Instagram 9:00</p> <ul style="list-style-type: none"> <li><b>TikTok Staff:</b> Mealtime: Offer a glimpse into staff mealtime rituals, where kitchen staff gather to enjoy a meal together before or after service.</li> <li><b>Instagram</b> Carousel on customer reviews and testimonials</li> </ul>	<ul style="list-style-type: none"> <li>Reply to comments and keep track of questions to draw inspiration for future content</li> <li>Shoot videos and take pictures</li> <li>Ask customers in house to follow you on socials for upcoming promotions</li> </ul>	<ul style="list-style-type: none"> <li>Reply to comments and keep track of questions to draw inspiration for future content</li> <li>Shoot videos and take pictures</li> <li>Ask customers in house to follow you on socials for upcoming promotions</li> </ul>

## Week 4: Engage & Entertainment

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<p>Engage</p> <p>TikTok 6:00 Instagram 8:00</p> <ul style="list-style-type: none"> <li><b>TikTok Toppings:</b> Taste Testing: Feature staff members taste-testing new toppings or flavor combinations, sharing their feedback and reactions with viewers.</li> <li><b>Instagram Reel:</b> Chef's Special Creation: Follow the creation of a chef's special dish, from conceptualization to plating, highlighting the chef's creativity and expertise.</li> </ul>	<p>Educate Engage</p> <p>TikTok 9:00 Instagram 10:00 Facebook 17:00</p> <ul style="list-style-type: none"> <li><b>TikTok Poll:</b> Classic dilemma: Pineapple on pizza yes or no?</li> <li><b>Instagram Reel:</b> Dough Proofing Process: Highlight the dough proofing process for pizza dough, showing how it rises and develops flavor before being shaped into pies</li> <li><b>Facebook post:</b> Cross promote Instagram reel on FB with the promotions</li> </ul>	<p>Behind the scenes</p> <p>TikTok 8:00 Instagram 5:00 Facebook 9:00</p> <ul style="list-style-type: none"> <li><b>TikTok Day in the Life:</b> Take followers behind the scenes for a "day in the life" of the restaurant, showcasing the bustling energy of the kitchen, the warmth of the dining room, and the camaraderie among staff.</li> <li><b>Instagram Carousel:</b> Founder's Journey: Share photos and anecdotes from the founder's initial vision for the restaurant, including the inspiration behind the concept and the journey to opening day.</li> <li><b>Ad Instagram Reel</b> on Facebook</li> </ul>	<p>Engage and Educate</p> <p>TikTok 9:00 Instagram 8:00 Facebook 17:00</p> <ul style="list-style-type: none"> <li><b>TikTok Poll on burger ingredients:</b> Burger Topping Duo: Pickles and onions or mushrooms and Swiss cheese - which burger topping duo do you prefer?</li> <li><b>Instagram Reel:</b> Dough Stretching Techniques: Film the artful stretching of pizza dough by hand, showcasing the expertise and finesse of your pizzaiolos.</li> <li><b>Ad Instagram Reel</b> on Facebook</li> </ul>	<p>Showcase and Behind the scenes</p> <p>TikTok 13:00 Instagram 9:00</p> <ul style="list-style-type: none"> <li><b>TikTok Showcase:</b> waffle options sweet and savory</li> <li><b>Instagram Reel:</b> Kitchen Cleanup Rituals: Show the camaraderie and teamwork of your kitchen staff as they come together to clean and organize the kitchen after service, ensuring a fresh start for the next day.</li> </ul>	<ul style="list-style-type: none"> <li>Check which content performed best</li> <li>brainstorm for new ideas</li> </ul>	<ul style="list-style-type: none"> <li>Check which content performed best</li> <li>brainstorm for new ideas</li> </ul>



## ANNUAL IMPORTANT EVENTS



### **New Year's Day (Uudenvuodenpäivä):**

January 1st marks the beginning of the new year, a time for celebration and reflection.

**Veganuary:** Embrace the growing trend of plant-based eating in January by promoting vegan-friendly menu options or creating special dishes for Veganuary.

### **Valentine's Day (Ystävänäpäivä):**

February 14th is a day to celebrate love and friendship, perfect for promoting romantic dinners or special deals for couples.

International Women's Day  
(Kansainvälinen naistenpäivä):

### **Easter (Pääsiäinen):**

Easter celebrations, including traditional foods like mämmi (a Finnish Easter dessert) and outdoor activities like egg hunts.

### **Mother's Day (Äitienpäivä):**

In May, honor mothers and mother figures with special promotions or menus designed for a memorable dining experience.

### **Midsummer (Juhannus):**

Celebrate the longest day of the year with traditional Finnish midsummer festivities, including bonfires, saunas, and outdoor feasts.

**Helsinki Day:** Celebrate Helsinki's birthday on June 12th with promotions or events highlighting the city's culture, history, and culinary delights.

### **Christmas (Joulu):**

December is a festive month in Finland, with Christmas markets, holiday lights, and traditional foods like glögi (mulled wine) and gingerbread cookies.

### **Epiphany (Loppiainen):**

January 6th celebrates the visit of the Magi to the baby Jesus, often marked with special church services and festive meals.

### **Winter Fun (Talviurheilu):**

Throughout January and February, highlight winter sports and activities popular in Finland, such as skiing, ice skating, and sledding.

### **International Women's Day (Kansainvälinen naistenpäivä):**

March 8th celebrates the achievements and contributions of women worldwide, a great opportunity to honor female staff members or feature women-owned businesses in the community.

### **Vappu (May Day):**

May 1st is a major holiday in Finland, marked by picnics, parades, and student traditions. Offer special deals or themed menus for Vappu celebrations.

### **Rhododendron Blooming in Pohjois-Haaga:**

Highlight the beautiful rhododendron blooms in early June, showcasing the nearby park's natural beauty and attracting tourists to the area.

### **Eid al-Fitr:**

Mark the end of Ramadan with special promotions or menus for Eid al-Fitr, catering to the Muslim community and showcasing Bangladeshi cuisine.

### **Independence Day (Itsenäisyyspäivä):**

December 6th commemorates Finland's declaration of independence, often celebrated with flag ceremonies, parades, and formal dinners.



## Appendix 2. Restaurant owner interview

# Restaurant owner interview

### **Can you describe the core offerings and services of your restaurant?**

Ciao Pizza & Burger primarily specializes in—you guessed it—pizza and burgers. We take pride in using fresh ingredients wherever possible, although there are occasions where we incorporate frozen meat for pizzas and offer a variety of burger options. From classic beef burgers to chicken and falafel alternatives, our menu is diverse. One of our standout items is our smash burger, crafted using freshly minced meat.

### **How would you define your restaurant's unique selling proposition (USP)?**

Several factors contribute to our unique selling proposition. Firstly, our strategic location and our commitment to sourcing meat from halal butchers have broadened our customer base significantly. We attract patrons from diverse backgrounds, many of whom have become regulars, particularly those who swear by our smash burgers. We aim to maintain affordability without compromising on quality, offering fresh ingredients, and steering clear of canned vegetables. Our focus on price and freshness sets us apart.

### **What is the revenue model of your restaurant?**

Our revenue model is primarily split between delivery and dine-in services, with delivery accounting for 60% of our revenue and dine-in making up the remaining 40%. Takeout orders also contribute substantially to our sales.

### **How do you differentiate your restaurant from competitors in the area?**

While we acknowledge nearby competitors, we've deliberately avoided engaging in price wars. Instead, we've concentrated on enhancing our offerings and service quality. While our competitors may offer alcohol, which we don't, we focus on delivering unique products and maintaining high standards.

### **Can you explain the pricing strategy you use for your menu items?**

Rather than adopting variable pricing for each item, we've opted for a simplified approach. For instance, all pizzas are priced at 10.90, with a premium version available for 12.90. This straightforward pricing strategy reflects our commitment to offering value for money across our entire menu.

### **Target Group:**

#### **Who do you currently see as your primary customer base?**

Our main customer base consists of residents in the area, predominantly families, who frequently order from us. Additionally, we serve a significant number of Muslim students and individuals from diverse backgrounds, including many from Bangladesh. Last month's Wolt free delivery promotion attracted numerous single orders, suggesting a sizable population of singles in the area.

**Are there specific demographics or psychographics that you believe represent your target audience?**

Most of our customers are Finnish individuals aged between 30 and 50, with a fairly balanced mix of genders. While we cater to various age groups, we've noticed a lower frequency of younger patrons.

**How do you currently reach and engage with your target customers?**

Currently, our marketing efforts primarily revolve around Foodora and Wolt, although we've also advertised on Instagram in the past. We often run free delivery discounts to incentivize orders. While we're considering expanding our delivery services, our immediate focus remains on utilizing existing platforms until we're ready to make that transition.

**Have you identified any untapped markets or customer segments that you would like to explore?**

Although we've identified students and young individuals living nearby as a potential market, we haven't had the resources to explore this segment fully. However, it's an area we hope to address as we expand our offerings in the future.

**Mission and Vision:****What inspired you to open this restaurant, and what values do you want it to represent?**

My longstanding interest in the restaurant industry, coupled with my previous experience working part-time in a pizza shop during my business studies, inspired me to pursue this venture. I've always dreamed of owning my own business, and this opportunity allowed me to invest in that dream while offering the community access to delicious food.

**Can you articulate the mission of your restaurant? What do you aim to achieve?**

Our primary goal is to establish a profitable business that prioritizes high-quality food and good service. While profitability is crucial, we also aim to foster a sense of community and create positive experiences for our patrons.

**What are your long-term goals for the restaurant, and where do you see it in the next 5-10 years?**

Our long-term goals include revamping our decor, expanding our delivery services, and introducing new menu items. We aim to maintain our momentum and explore options for non-meat offerings. By the end of the summer, we hope to have created a cozier atmosphere for our patrons. We take things step by step and year by year.

**How would you like your customers to perceive your restaurant and its brand?**

We aim to create an inviting atmosphere where customers can enjoy quality food and memorable experiences. Despite our small size, we believe the venue has the potential to be a good gathering spot.

**Clarification Questions:****Can you provide examples of successful initiatives or promotions you've implemented in the past?**

During the last Father's Day, we offered a "buy 2, get 3" promotion on Instagram, which proved to be quite popular. We've continued this pricing model since then, as it resonates well with our customers.

**What challenges or obstacles do you currently face in running the restaurant?**

We're currently grappling with employee shortages and rising ingredient costs. Additionally, competition and the charges imposed by delivery platforms like Wolt and Foodora pose significant challenges. While offering free delivery boosts orders, it often comes at the expense of profit margins. In Wolt and Foodora you have a 30% commission on sales plus, if you are offering free delivery, 6 € comes from the restaurant pocket and in addition to that there is the 14% VAT tax. There is no profit when you are offering free delivery!

**Are there specific trends or changes in the industry that you find noteworthy or impactful?**

As a small business, we're particularly affected by Finland's political climate, especially strikes that disrupt our delivery schedules. Apart from that, we haven't noticed any significant industry trends impacting us directly.