Digital Marketing Plan for Healthinki

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14 May 2017

Abstract

14 May 2017

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Degree programme	
Hospitality, Tourism and Experience Management	

Report/thesis title	**Number of pages and appendix pages**
Digital Marketing Plan for Healthinki	38 + 24

This paper is a product oriented thesis that introduces digital marketing to a small-sized hospitality business. The commissioning company is a lifestyle café in the center of Helsinki that serves nutritious, healthy food and beverages. The concept is considered very special, since the owner of the café is a holistic health coach. This business' name is Healthinki and was founded in 2016.

The study consists of two main parts: the theoretical framework and the product itself. The first part explains the importance and relevancy of digital marketing in 2017, and the SOSTAC® model that is used to create the digital marketing plan. It also includes the project's base definitions, such as social media marketing, content marketing, marketing automation, website optimization, small and medium-sized enterprises and brand awareness. Furthermore, it describes the planning and evaluation of the project, and the process of the complete thesis.

The second part is the digital marketing plan that puts the main focus on website optimization, Instagram marketing and Facebook marketing. All three points are designed based on PR Smith's SOSTAC® model what is considered to be an extremely efficient way to plan digital marketing campaigns. All three focus points are analyzed with external online tools to measure their current performance. Furthermore, competitors both on a local and global scale are analyzed to get a clear idea of where the commissioning company stands at. The strategy is designed specifically for the commissioning company, and it is summarized in a visual way, in the form of an informative infographic.

The methodology was mainly desktop research and a qualitative interview with the owner of the commissioning company. The project was executed within ten full weeks in the spring of 2017. During the project, the author participated in a special Digital Marketing Thesis Focus Group along with three other students and the leading digital marketing lecturer of Haaga-Helia University of Applied Sciences.

Keywords
digital marketing, social media marketing, SOSTAC®, Healthinki

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1   Introduction

In 2017, small business owners are in a challenging situation to run a successful business and to be able to achieve growth. There are many obstacles to climb, as well as numerous requirements to fulfill. Hence, entrepreneurs need to find ways to develop their organizations, and to be up-to-date in the world of modern business. Besides operating according to specific financial plans, setting core values and mission statements, paying attention and effectively utilizing trends will bring entrepreneurs closer to their goals. One of today's many powerful trends is digital marketing. As both the society and the business sphere are heavily shifting towards online, business owners must be aware of the tremendous benefits digital marketing provides. According to a recent 2017 January global report, the number of Internet users worldwide has grown by 10 % since 2016 January. During the same period of time, the number of active social media users has grown by 21 % (Kemp, 2017). Another report by the same author reveals the numbers on a local scale, as well, that in Finland the number of total population is 5.53 million, out of what 5.13 million people are considered as active Internet users. This adds up to 93 % of the Finnish population does online activities (Kemp, 2017).

Incorporating digital marketing into business strategies is a great way to boost performance. Inarguably, word-of-mouth marketing helps, too, but perhaps not as effectively as having an online presence and reaching the best potential customers in a digital form. The competition is very high among small businesses, therefore it is not enough to sell the best food and beverage products and give great customer service. Standing out from the crowd with quality content online, positive customer reviews, good-looking social media channels and a fast mobile-optimized website raises the chances to be more popular not just online, but offline, as well. This will ultimately lead to increased business performance.

The topic of this thesis is digital marketing for a chosen small business within the restaurant industry. The case company's name is Healthinki, and the owner is commissioning the thesis. Healthinki is located in downtown Helsinki. The owner is a certified holistic health coach, and she sells and serves healthy meals and beverages. The author considers the topic as extremely valuable and important in the restaurant industry. Her main study field is hospitality and tourism with a specialization and a very high interest in digital marketing. She thinks that small restaurants like Healthinki can benefit from digital marketing, if it is planned, executed and measured in a strategic way.

This product oriented thesis consists of two main parts:

1. the theory, planning, evaluation of the digital marketing plan and discussions about the learning outcomes,
2. the digital marketing plan which is the product itself.

In the theoretical frame, all product-related information is collected and explained in detail. The planning part includes the background of the thesis' product, the timetable when it was created and the evaluation of the product. The actual digital marketing plan is focused on Healthinki's official website, its Facebook, as well as Instagram pages. The reason for creating a digital marketing is first of all the previously stated information that 93 % of the Finnish population does online activities, furthermore, 2.80 million people, that equals to 51 % of population, is an active social media user (Kemp, 2017). Based on these facts, creating and implementing a digital strategy is a very effective step towards attracting more customers to businesses and easily interacting with them. The two above mentioned social media channels are chosen based on the platforms' great positive effects in the restaurant industry. A 2016 report outlines that among social channels, Facebook provides the largest audience size for restaurant businesses, and Instagram is the most engaging for the same industry (TrackMaven, 2016). The author considers these two social channels the most effective for digital marketing, in addition to the website.

1.1 Objectives

The main purpose of the thesis is to provide a special digital marketing plan that focuses on enhancing the commissioning company's website, its Facebook and Instagram pages. It is created with the aim of increasing Healthinki's competitiveness on the local and global markets with an outstanding online presence.

The objectives of the company owner are:

- to get a clear understanding of the benefits of digital marketing by receiving the thesis' product
- to increase the number of customers by strategic digital marketing
- to build strong and positive brand awareness by creating online presence on specific social media channels and on the official website.

The objectives of the digital marketing plan are:

- to increase website traffic by boosting website settings for search engine optimization, and by recommending a visually appealing look for the website
- to improve social media performance (on Facebook and Instagram) by creating a social strategy that includes for instance what and when to post.

All the above mentioned objectives will be reached by utilizing content marketing, social media marketing and search engine optimization in a strategic way.

1.2   Case Company: Healthinki

The commissioning company is a health food restaurant in the center of Helsinki. It was opened in July 2016 and the place is running with two full-time employees. The owner is an entrepreneur who has professional background in holistic health coaching. The concept of the restaurant is built on healthy eating and living, therefore they are selling healthy food and beverages. All ingredients are organic and the food and drinks are prepared fresh on spot.

Based on the qualitative interview that was done between the author and the owner, the mission is the following:

- Making customers happy by providing tasty healthy food, and spreading the idea of health-conscious living.

The vision is:

- To develop an improved holistic restaurant concept by organizing workshops and education on healthy lifestyle choices for their customers.

The core values are:

- Working with a strong passion in healthy living.
- Creating a positive community.

The owner reveals that currently she does not have a specific target group for Healthinki. Instead, everyone is welcomed who wishes to consume healthy food and drinks. What makes the place unique among its competitors is when it was established, it became the very first café in Helsinki that provided these special healthy dishes. They have an All Day Breakfast Menu with super berry bowls, avocado toasts, scrambled eggs, turmeric lattes and other delicacies. The owner and the employees pay much attention to the details and the recipes, therefore the meals look visually appealing and they taste amazing.

As per the owner: "Healthinki is made by love and I want to make a difference in the world by providing healthier food options and spreading the positive vibes."

Regarding the company's marketing strategy, the owner stated that currently there is no strategy in action. She is the one who takes care of the social media profiles, but as she does not have any previous education on digital marketing, she would like to learn from this product.

1.3 Methods

In this product oriented thesis, the author is combining several methods for the preparation, the planning and the creation of the digital marketing plan. After carefully choosing the topic, the author selected the theoretical framework that supports the product the best. Later, there were discussions arranged with the commissioning company's owner, including a qualitative interview.

In order to support the product development, the used literature was already chosen before the qualitative interview was done. The interview questions were written based on the most important theoretical points of the thesis. Therefore, there is a clear parallel between the theory and the digital marketing plan as the end result.

Most of the theoretical framework is planned based on the author's personal knowledge on the topic of digital marketing. She has a clear idea of which online sources are trustworthy because she works with them daily at her workplace. Some other sections of the literature were chosen based on the recommendations of the author's peers and one of her teachers, Lasse Rouhiainen. The author participated in a special focus group with three other members, that was led by Lasse Rouhiainen. The name is the group is Digital Marketing Thesis Focus Group. There, the participants shared their individual thesis topics and discussed about digital marketing in a very opened way. The author's participation in this group boosted her productivity and motivation, and supported her in creating a quality product oriented thesis.

1.4 Key Definitions

In order to create the best possible product, there are three key definitions explained. Firstly, digital marketing. This is crucial, since this expression is the core of the whole thesis. Secondly, the SOSTAC® digital marketing planning model. The qualitative interview questions were created based on this planning model, and also the product was built within the frame of this model. The third most important term is social media. Knowing what these concepts mean, definitely gives a clear understanding of the product as a whole.

1.4.1 Digital Marketing

In the landscape of modern businesses, today it is necessary to utilize more innovative ways of advertising. Digital marketing is a collection term for marketing efforts that happen

solely online. According to the online report Digital in 2017 Global Overview, the total population of the world right now is 7.476 billion, out of what the number of total Internet users worldwide is 3.773 billion (Kemp, 2017). These numbers indicate that slightly more than the half (50,47 %) of the global population is actively using online resources. Taken that, digital marketing is the key to spread the word and to build awareness of organizations.

Digital marketing is beneficial for each and every company, no matter if it operates on a business to business (B2B) or business to customer (B2C) level. Also, any industry can leverage the assets, tools, channels and tactics of digital marketing. (Alexander, 2016) The key is to design the strategy for a certain business sphere, and to know the ratios between the use of resources.

1.4.2   PR Smith's SOSTAC® Model

SOSTAC® is a marketing planning model developed by P.R. Smith over almost ten years. SOSTAC® is a simple system that is extremely clear, easy to understand and remember and presented in a well-structured way (Smith, 2015). For marketers it is highly recommended to use to build a well-working digital marketing strategy. The content of the model reveals six significant stations: S stands for Situation Analysis, O stands for Objectives, S stands for Strategy, T stands for Tactics, A stands for Action, C stand for Control.

Image 1. PR Smith's SOSTAC® Planning System (Smith, SOSTAC(r) Planning)

1.4.3   Social Media

Social media is a term that is used numerous times daily in 2017. It belongs to the wide expression of digital marketing, in fact, it is an extremely powerful part of it. It can be defined as a digital marketing strategy, as well as a form of online communication. Dividing the expression into two parts leads to two simple explanations. "Social" stands for information sharing and receiving between individuals, and "media" refers to mass communication, such as newspapers, television, radio or the Internet. The most accurate definition of social media is that it is a means of mass communication via online, that lets users getting in touch and interacting with each other by sharing and exchanging information. (Nations, 2017)

According to Statista, a very reliable statistics portal, the top 10 social media channels with the largest amount of users, as of April 2017, are: 1) Facebook that is used for maintaining personal friendships and business relations, 2) WhatsApp that is a mobile application mainly to chat with individuals and with businesses, 3) YouTube what is the second largest search engine and an online platform for videos, 4) Facebook Messenger that is a side product of Facebook what lets users to chat and even to implement artificial intelligence, 5) QQ what is a Chinese instant messaging software, 6) Instagram what is the most engaging social media platform with solely images and videos, 7) QZone which is a popular Chinese social media platform, 8) Tumblr what is a blogging platform with social networking options, 9) Twitter that a social media platform mainly for B2B businesses, and 10) Sina Weibo what is Chinese blogging website (Statista, 2017). The two social media platforms emphasized in the product of this thesis is the one on the 6th place – Instagram –, and the one on the 1st place – Facebook.

2   Theoretical Framework

To support the product execution, the author listed several theories that serve as the base of the digital marketing plan. In the previous chapter, digital marketing has been already listed as one of the key definitions, and it is elaborated even more in the subchapter 2.1. Social media marketing, content marketing, marketing automation and website optimization are tactics of digital marketing, and will be incorporated into the product. For these reasons, they are explained more in-depth here. Every stage of PR Smith's SOSTAC® model contains way more information than in the key definitions section, therefore, all of them are opened up more. Besides these topics, small and medium businesses are elaborated in this chapter, due to the size of the commissioning company. The last point is brand awareness to get the reader understand more clearly one of the main purposes of the digital marketing plan as the thesis' product. The image below shows how the author categorized the theory frame.
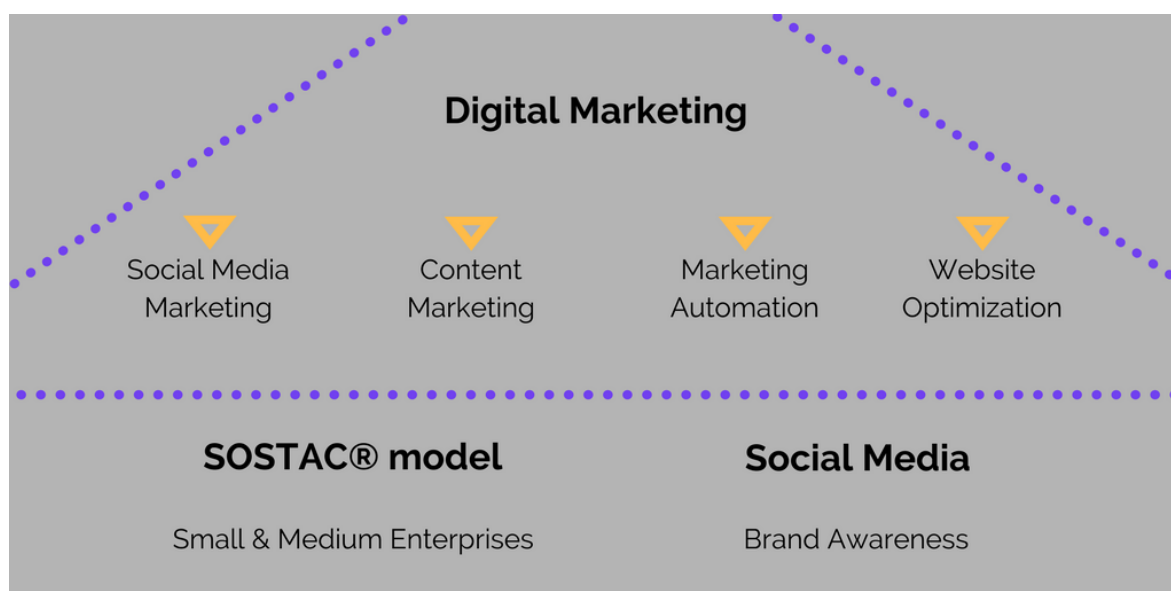

Image 2. Theoretical framework (Orsolya Harkai)

2.1   Digital Marketing

In the 21st century many industries and business fields go through significant changes and improvements. In fact, this is also the case with marketing. Today there are at least 25 different types of marketing differentiated, including online, offline, inbound, outbound, direct, referral, affiliate and many more (Jones, 2014). However, in this thesis work, the author would like to place high emphasis on online marketing. That includes all ways of marketing that are web-based. This type of marketing helps businesses to attract more individu-

als online, and to raise their interest levels in certain products and services. It is worth noting that the two most important opposite forms, online and offline marketing, are the most effective when they are strategically used together. Marketing online might as well be referred as e-marketing, Internet marketing or digital marketing.

The author has already mentioned the most recent online users' number on a global scale in the Introduction chapter. Taken that, it serves as one of the main reasons to put digital marketing to the spotlight. The term itself is highly searched on the biggest search engine, Google (Google Trends, 2017). The screenshot below shows the interest over time towards digital marketing in the past 10 years, from April 2007 until April 2017. It is also shown how two of the earlier mentioned similar search terms, e-marketing and Internet marketing, are performing within the same time range. There is a clear exponential growth of digital marketing, and this tendency is expected to keep growing.
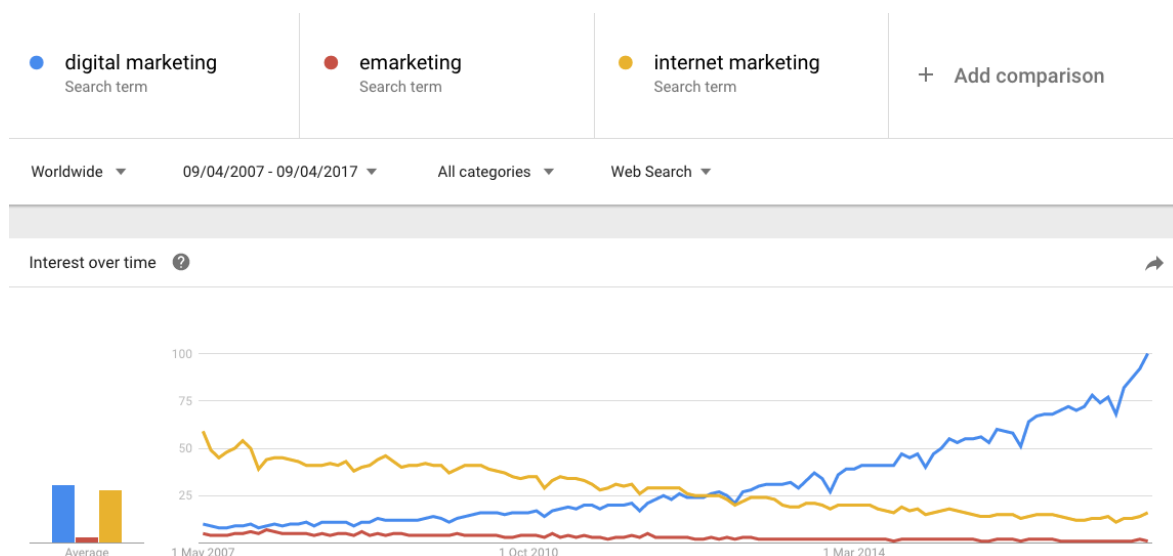

Image 3. Interest over time for search terms digital marketing, e-marketing and Internet marketing between 2007-2017 (Google Trends, 2017)

Digital marketing allows organizations, as well as individuals, to reach targeted audiences via online channels. It is a collection of assets and tactics that ultimately support business success when used strategically. According to HubSpot, the assets are: website, blog, educational materials – such as e-books and whitepapers –, visual materials – like infographics and online brochures –, social media channels – for example Facebook, Twitter, LinkedIn, Instagram – , earned online customer reviews, other branding assets – like brand books with logo, brand colors, fonts and more. (Alexander, 2016)

The list of digital marketing tactics consists of: 1) search engine optimization (SEO), 2) content marketing, 3) social media marketing, 4) pay-per-click (PPC), 5) email marketing, 6) marketing automation, 7) affiliate marketing, 8) native advertising, 9) online PR, 10) influencer marketing, 11) thought leadership online (Alexander, 2016).

Having a strong online presence gives a competitive advantage among businesses in general, and especially among small businesses. It strongly influences the purchasing decision of potential customers. For example, according to a 2016 social media index, future consumers need to see a brand's product on social channels at least 2-4 times before they buy anything (Chen, 2017). Other benefits of having an online presence are that it facilitates the approachability of a brand, it reaches a wide audience, it builds brand trust and relationships with the audience, and it is a powerful marketing solution (Gonzalez, 2016). Digital marketing is a trend that needs to be incorporated into any organization's business strategy. Based on the author's personal knowledge, the main benefits of this type of marketing are: reduced marketing costs, increased website traffic, easy and real-time connection with target audiences, growth in customer base, built brand awareness, and easy performance measures.

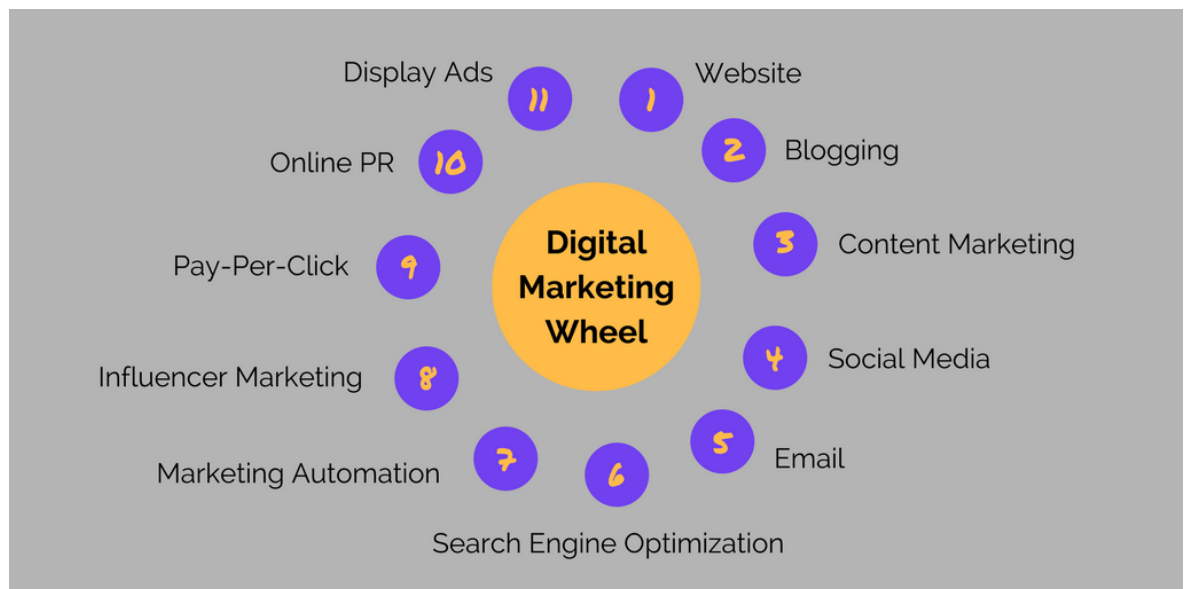The image below shows the mixture of digital marketing assets and tactics.

Image 4. Digital Marketing Wheel (Orsolya Harkai)

2.2 Social Media Marketing

Social media marketing is one significant element of digital marketing. Social media itself refers to a strong type of online media, where visual and written contents are shared with

other users. Social media forms online communities where a very large amount of information is available and can be utilized. Social media marketing means the strategic use of different social media channels to increase an organization's exposure, to promote their services or products, as well as to build an engaged online community. An active social presence generates more attention and traffic for the brand, and helps to convert possible prospects into buying customers. The key in social media marketing is consistency.

Neil Patel entrepreneur and recognized online marketing expert defines social media marketing on his own blog as the following:
"Social media marketing is the process of creating content that is tailored to the context of each individual social media platform, in order to drive user engagement and sharing." (Patel)

The Digital in 2017 Global Overview report reveals that out of the 3.773 billion total global Internet users, 2.789 billion people are active social media users (Kemp, 2017). This means 73,92 % of all online users are active on one or more social media platforms. These numbers are heavy indicators for entrepreneurs to leverage social media for business purposes.

The 2016 Social Media Industry Report describes the main benefits of social media marketing. According to the author, these top benefits are: increased exposure and traffic, developed loyal fans, provided marketplace insight, generated leads, improved search rankings, grown business partnerships, established thought leadership, improved sales and reduced marketing expenses (Stelzner, 2016). See the ranking of these elements on the image below.
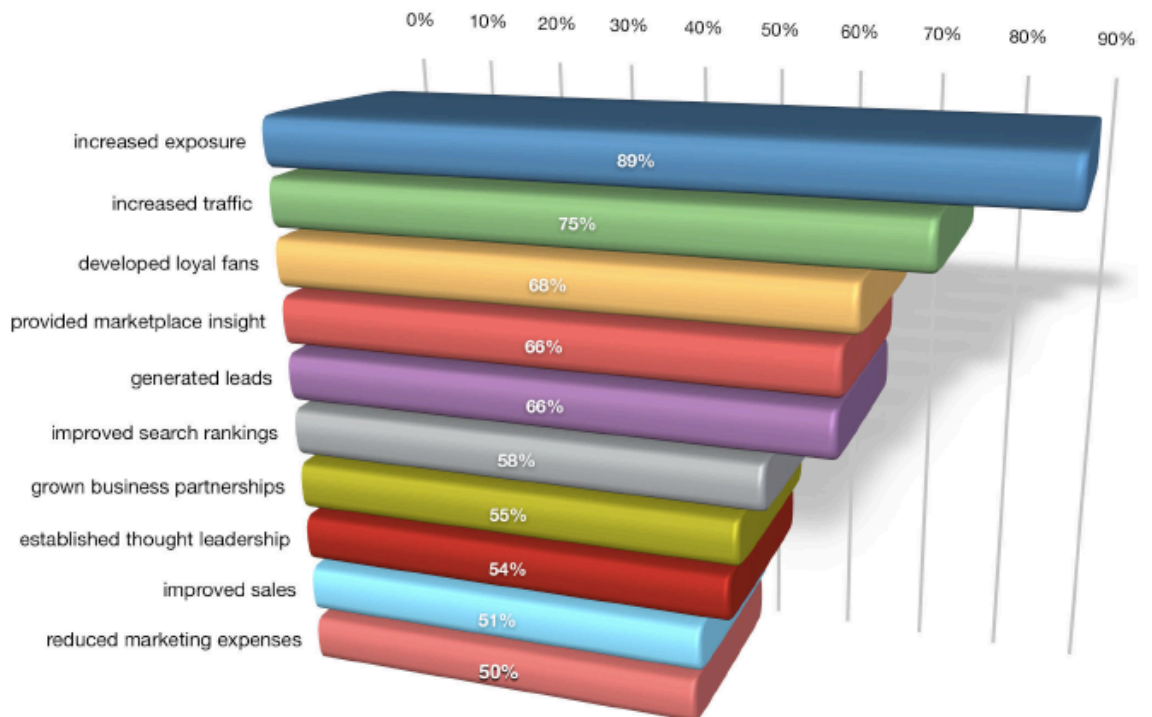
Image 5. Benefits of social media marketing (Stelzner, 2016)

The same report also lists the most commonly used social media platforms by marketers. Here are the top seven: Facebook, Twitter, LinkedIn, YouTube, Google+, Instagram and Pinterest. Other than these seven networks, there are numerous other channels that are less commonly used by marketers, such as forums, SlideShare or SnapChat (Stelzner, 2016).

Based on the knowledge and experience of the author, Facebook and Instagram are the two most effective social media channels for the restaurant industry. Therefore, the product of this thesis is solely focusing on those two social networks.

2.3   Content Marketing

To make it simple, content is everything that is published online and adds value. It has three main categories: visual, verbal and written. Visuals can be for instance graphic designs, infographics, banner images, videos, whereas verbal materials can be webinars or podcasts. Written content usually refers to blog posts, e-books, guides, whitepapers, quizzes, contests or social media updates, just to provide some examples.

Content marketing is a tactic to execute digital marketing strategies. From content creators it requires to know the target audience before start making any content. As per the author's knowledge and experience, the main purpose of content marketing is to engage a specific online community by educating, entertaining, inspiring or convincing them with several types of online published materials.

Defined by the leading content marketing education and training organization, Content Marketing Institute, content marketing is the following:

"Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action." (Content Marketing Institute)

In order to create and distribute quality content online, a powerful planning tool is recommended to be used. The Content Marketing Matrix is a great implementation to choose the best content types for a certain target audience. It gives a structure to ideate on content planning from the perspective of the audience. The matrix indicates that there are four main categories when it comes to content consumption: entertainment, inspiration, convincement and education. The content is also dependent on the target customer's lifecycle, meaning that where the person is currently standing on the timeline from awareness to purchasing. Another condition to set is if the content needs to be more emotional or rather rational. (Bosomworth, 2014) See the actual matrix in the image below.
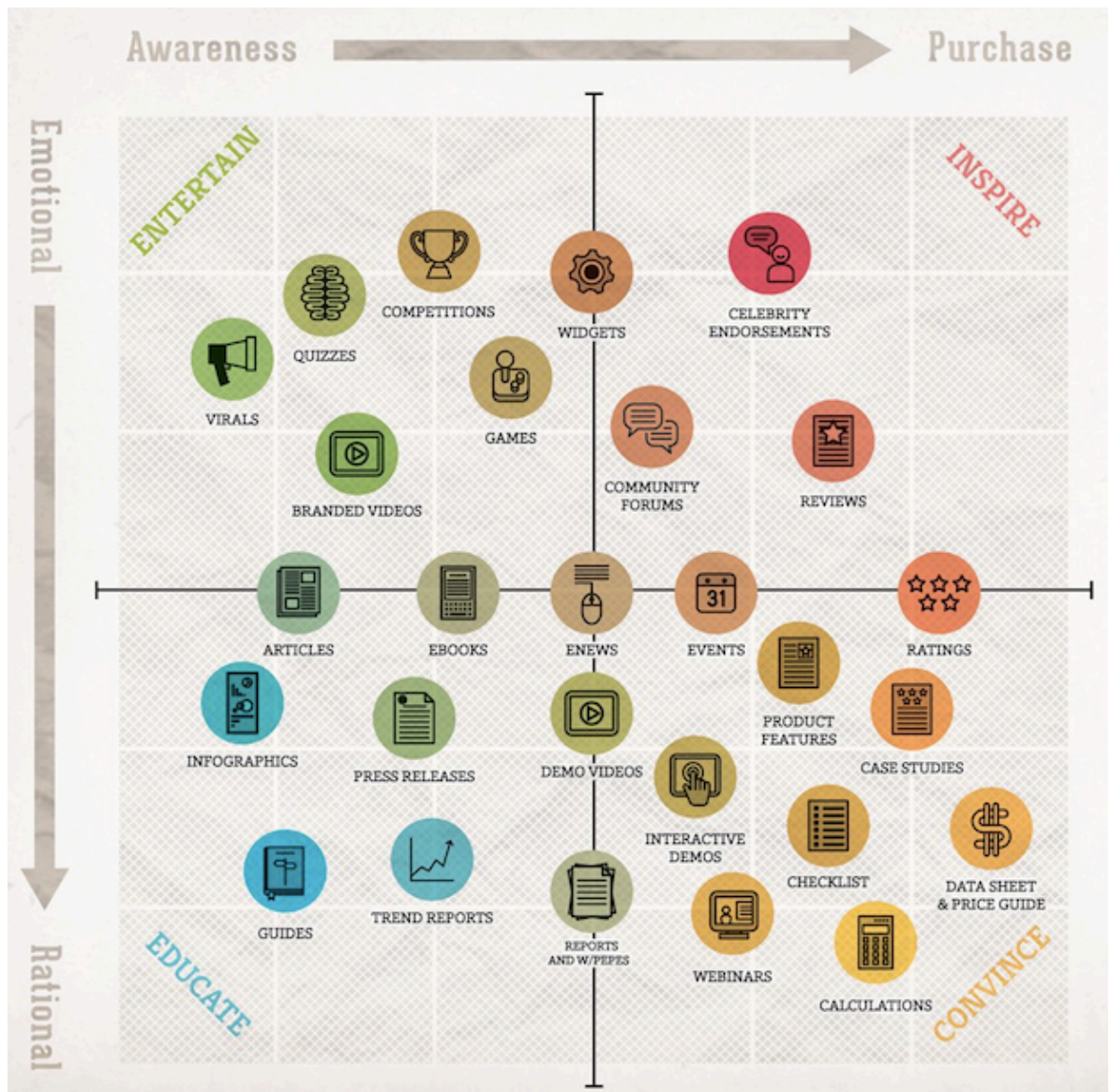
Image 6. Content Marketing Matrix (Bosomworth, 2014)

2.4   Marketing Automation

To ensure the consistency of being present online, entrepreneurs need to be approachable and active all the time. Therefore, automating different online actions make their position significantly easier, and their work becomes more effective. As HubSpot describes, marketing automation refers to a software or online tool that automate marketing tasks, such as emails, or social publishing (HubSpot). This software might be a complex customer relationship management (CRM) system, where every option is easy to use and is collected to one place. On the other hand, there are individual tools that enable the coordination of one specific marketing option, and in this case, each tool needs to be handled separately. According to MacDougall, marketing automation means an online software that automates different marketing actions (MacDougall, 2017). She brings email market-

ing and social media marketing as highlighted examples for marketing automation. Automation is a great way to build relationships with a brand's audience online. The main benefits of marketing automation are time-saving, efficiency, data collection, multi-channel management (e.g. on social channels), consistency and personalization (Ratcliff, 2015). Below are the two examples, email marketing and social media marketing, elaborated.

In practice, when email marketing is done via marketing automation, it takes time to set up all the different steps that follow each other, but is very effective on a long-term run. There shall be created a list of specific email addresses that an organization has collected in advance. That email list will then be added to a workflow as the target audience. The workflow contains email templates that need to be turned into personalized messages. With an automation system, all emails can be followed by the sender, whether the recipients have opened and/or clicked to the link within the email message.

Another practical example of marketing automation is using it for social media. To save enormous amount of time and money – because time is money –, several online tools can be utilized. These social automation tools enable users to attach their social media profiles and schedule updates to be posted. Depending on the type of the tool, there can be hundreds, or even thousands of social media posts implemented in advance to be posted any time in the future. The author has a personal interest in discovering powerful automation tools to make her marketing efforts as effective as possible.

2.5   Website Optimization

The author refers to three key points when she defines the term website optimization:
1. Website design (how visually attractive the website seems to visitors)
2. Website content (what visuals and forms of texts are placed to the site)
3. Search engine optimization (what keywords and other "behind the scene" settings there are to make the website favourable for search engines)

Creating a brand book helps organizations in using fonts and colours in a consistent way. A brand book includes the types and sizes of fonts, the codes of colours and any other visual rules in order to communicate the brand always on the exact same way. Website design also means what menu points are located on the top bar, and how easily information can be found by visitors. During the planning procedure it is great to keep in mind the differences between device screen ratios. Meaning that, for example, a certain font size might look perfect on a desktop screen, whereas it looks too small and unreadable on a smart phone. To improve this issue, mobile optimization is key.

A 2015 report, The State of Content by Adobe, reveals that during 15 minutes of consuming content, 66 % of visitors prioritize a nice content that is attractive, over a plain and simple type of content (Adobe, 2015). As per the author's knowledge, this number has been grown ever since then, therefore, creating visually appealing content engages consumers more and is more likely to turn visitors into customers. The right selection and mixture of images, videos, infographics or other visual elements convince visitors to spend more time on the website and to discover more about the organization and its products and services.

Search engine optimization, or SEO in short, is a crucial element of digital marketing. SEO is a tactic to make search engines (like Google, Bing, Yahoo and others) to rank a website high, therefore to show that website within the top results of a search. An expert digital site, Search Engine Land defines as the following: "It is the process of getting traffic from the free, organic, editorial or natural search results on search engines" (Search Engine Land). Based on the author's experience, typical SEO settings are: keywords, meta descriptions, attached images, image descriptions (or alternative texts), headlines, URL links, added links to other sources, length of blog articles, website loading speed, social sharing buttons.

2.6   PR Smith's SOSTAC® Model

The SOSTAC® model was introduced in the Key Definitions chapter of the thesis. As a quick reminder, it has six stages: 1) Situation Analysis, 2) Objectives, 3) Strategy, 4) Tactics, 5) Actions and 6) Control. Each part has a functional support in the digital marketing plan, and the steps need to be executed in the correct order. Below is the elaboration of the model.

At the first stage of the marketing model, the question to ask is "Where are we now?". It indicates the Situation Analysis that might consist of SWOT analysis, customer analysis, competitor analysis, competencies analysis, market trends and performance. (Smith, SOSTAC(r) Planning)

The Objectives question is "Where do we want to be?". This part is all about setting goals, such as defining the mission statement and the vision of the company. In addition, naming the key performance indicators (KPIs) and other important targets. Objectives are mostly about quantity. (Smith, SOSTAC(r) Planning)

Strategy leads the executing team to "How do we get there?". This step gives the big picture of the plan. It requires to add specific targeting, positioning, partnerships, processes, different stages, integrations of data and analytics tools, other smart tactical tools and online engagement rates. (Smith, SOSTAC(r) Planning)

The fourth stage is the Tactics that describes the details of strategy, by asking "How exactly do we get there?". It can include a marketing mix, a tactical tools matrix, a very beneficial content matrix or even lists of different campaigns for specific customer stages. (Smith, SOSTAC(r) Planning)

Actions are there for defining the details of the tactics by giving clear answers to "Who does what, when and how?". This is a stage where the executors of the plan need to agree on the division of responsibilities. This is necessary to ensure that the previous step is executed in the best possible way. Deciding on systems and processes, following checklists and guidelines, setting a concrete internal marketing strategy. (Smith, SOSTAC(r) Planning)

The last, and maybe the most important part of the SOSTAC® model is Control. It fully covers the "How do we know we get there?" question. At this point, it needs to be specified who monitors what, and if the previously set KPIs are reaching their goals. There can be usability tests done or customer satisfaction surveys to have a clear picture if the plan has ended with the desired results. (Smith, SOSTAC(r) Planning)

When the assets, tools, channels and tactics of digital marketing are planned into and executed according to the SOSTAC® model, the results are easily measurable. It is worth noting that anything that can be measured, can be improved. If this is the mindset of a marketer, success is guaranteed.

In the product of this thesis, the main emphasis is on the first five parts (SOSTA) of the model. The remaining one stage, control (C), cannot be executed without the fullest support and understanding of the company's owner. This is due to the fact that she is the only person who has control over the website and social media channels. She shall be the one who executes all actions of the plan, and who does the control and check up after the execution. The author is responsible for designing the digital marketing plan with main focus on the website, Instagram and Facebook pages.

2.7   Small and Medium-sized Enterprises

According to the European Commission, micro, small and medium-sized enterprises (SME's in short) give 99 % of the total European businesses (European Commission, 2015). SME's are independent businesses who have a limited amount of employees and balanced sheets based on EU regulations. These numbers are the following:

- Medium-sized enterprises: 50-249 employees with at most 43 million EUR
- Small enterprises: 10-49 employees with at most 10 million EUR
- Micro enterprises: less than 10 employees with at most 2 million EUR.
(OECD, 2005)

Based on the above listed categories, the commissioning party of this thesis belongs to micro enterprises due to the total number of its employees which is three. This is a significant detail for creating the thesis' product, since digital marketing is not executed on the same with small and medium enterprises and with large enterprises.

Comparing micro- and small enterprises to large ones, there are numerous differences. When it comes to marketing strategy among those two types of businesses, small enterprises have limitations. Limitations can appear for instance, in their finances, their number of staff, their communication strategies, and their ways of creativity. Large enterprises have higher budgets for marketing actions, they actually have people who are specialized in marketing, they have more communication options to use and as a sum of all these, they might be more creative in their campaigns. Large enterprises also have the possibility to outsource work which leads to higher efficiency.

Micro- and small enterprises are recommended to use free online tools, whereas large businesses have the freedom to pay for more effective tools. However, small enterprises can leverage a lot from the SOSTAC® model to build a low-coast digital strategy. They can still be creative and effective if they follow the plan they have made in advance. Later on, in this paper, the author lists all tools that are useful and efficient for the commissioning company, and they do not cost anything.

2.8   Brand Awareness

Brand awareness is one of the end-results of digital branding. A consistent online presence eventually leads to a recognized brand. This presence can be reached by, for instance, having an official website with great layout, having social profiles that are actively used, providing educational materials for the target audience or running paid online adver-

tisements. Brand awareness is the perception that online users have of a brand. This perception can be manipulated positively by using the right wording, by adding appealing images, by a consistent brand layout, and even by having engaging interactions with other users. Certain elements of digital marketing, like the above mentioned social media and website optimization, play an important role in creating a positive and strong brand awareness in others. This ultimately leads to an increase in online and offline visitors, as well in sales.

Geffen describes brand awareness as the following: "Simply put, brand awareness is the knowledge that your desired customers have about your brand. When customers hear your brand's name, they should know what you sell and what values you represent." (Geffen, 2016). Implementing a digital marketing campaign is a strategic way that opens the door to increase brand awareness and to build a strong brand identity. When potential customers need to choose between different brands, most likely, the brand they recognize will be the favored one. Therefore, brands are suggested to follow a unique brand guide in order to be recognizable. This guide shall include design elements, such as the brand colors, tone and style of communication towards digital audiences, online advertisement types and styles, and any additional elements that represents the brand as a whole. On the popular and reliable HubSpot Marketing Blog, Wheeler elaborates that brand identity is basically the face and the personality of a business (Wheeler, 2015). She suggests as the first step to be clear on the company's mission, vision and core values in order to communicate them correctly, in a consistent way. As a next step, she highlights the importance of design that includes the above mentioned brand guide with the colors and the logo. After that, she points out how crucial communication is. The relevancy and value of the published content, the language style and creating emotions in the audience is key to build brand awareness in others. (Wheeler, 2015)

3   The Planning, Evaluation and Implementation of the Project

The planning of this project took about 3 weeks, while creating it lasted for another 8 weeks during the spring of 2017. The actual implementation of the digital strategy is dependent on the owner, whether she wants to use it or not. The topic is very close to the author, therefore, she put all of her energies to create a quality document. In this chapter the background of the project, the planning of the project, a risk assessment and a short evaluation are elaborated.

3.1   Background of the Project

This is a Bachelor's thesis for Haaga-Helia University of Applied Sciences on the program of Hospitality, Tourism and Experience Management. The commissioning company wanted to get as much knowledge of the field of digital marketing as possible from the author who has prior expertise in creating digital strategies. The company did not have any running online campaigns but want to gain more customers who find their café online. The company owner is opening a second café in a new location, therefore, utilizing an online strategy that is created solely for her business is crucial to attract new customers. The owner herself neither has much knowledge on digital marketing, nor is interested in it, hence, it is more convenient for her to outsource a plan.

The commissioning company is a lifestyle café in the center of Helsinki with the mission of making customers happy by providing tasty food, and by spreading the idea of health-conscious living. The owner of the company runs the place herself with two employees, hence, she has limited amount of time to concentrate on every detail of the business. This project was created to boost her business performance by increasing the number of visitors, to build a positive brand awareness in visitors, and to educate the business owner on the field of digital marketing and the strategic use of social media.

3.2   Project Plan

The project was created between week 9 and week 19 of 2017. This summed up 10 full weeks. The author has created a timetable to follow and she worked accordingly. The image below shows her thesis progress: when and what was done.

Image 7. Thesis Progress Timetable (Orsolya Harkai)

In addition to the weekly schedule, she used an online project management tool called Asana. This was extremely easy to handle and made the plan process more effective. The author created a new project in the tool and named it Thesis Progress. Then she added three columns with the titles of 1) Backlog, 2) In Progress and 3) Done. She added all individual elements, or tickets, under Backlog with unique deadlines for each ticket. On the week of working on the different tickets, she simply dragged and dropped them to the In Progress column, then later when the tickets were done, they got collected to the Done segment. This online tool provides a smart phone application what the author installed to her phone. This way she got constant notifications of her working progress and how her tickets were doing. Besides that, she received weekly email notifications, as well. The process was the following.

The author attended on the Research and Innovation Methods module and with the knowledge she gained there, she completed a pre-test for thesis writing. Right after, she found the main topic of the thesis that was within her interests and within her main studies in Haaga-Helia. She chose to create a product-type thesis, therefore she needed to find a commissioning company for her project. After finding Healthinki, reaching out to the responsible person was the following step. The thesis writing process also required her to write a subject plan where she summed up the subject and background of the thesis, the main objective of her work, mentioning the wished thesis supervisor and the estimated finalization of her work. When the commissioning company's contact person replied to the author, the was a casual meeting arranged where the two parties discussed the reason

and the aim of the thesis work. When the author got a very clear idea of what her thesis and product will include, she did some research on and chose the most relevant literature and theory. After already all the mentioned information, she wrote her thesis outline that contained the description of the topic, the purpose of her work, the choice relevancy, her personal interest in the topic, her theory selection with the key concepts, the objectives in a bit more depth and the methodology in a nutshell. Later, she created the qualitative interview questions in connection with the theory and made the interview with the company owner. The next step was to write the first half of the theory that included the first chapter of the thesis, the introduction, objectives and key definitions. Later on, she continued writing the second half with the second chapter to reveal the thesis' base definitions in-depth. When the theoretical part of her work was done, she moved on to start creating the product. First of, there was a market research done to discover who are the main competitors both on local and global scales, and those companies do their digital marketing. Later on, the author made a precise analysis of how Healthinki was performing with their website, the Instagram page and Facebook page. Developing the digital marketing plan was divided into two steps, first the website optimization and the Instagram marketing was invented, and later the Facebook marketing was added, as well. On the 10th of May, the author, the supervisor and the commissioning party met up and the author presented her product. After that, the final discussion, conclusion and learning outcomes were written. As the last step, the author finalized fully and submitted the thesis to the public theses library online.

The image below is a screenshot from Asana that shows the layout and easiness of the project management tool. In the right up corner the author is seen, and the three columns are placed to the middle.
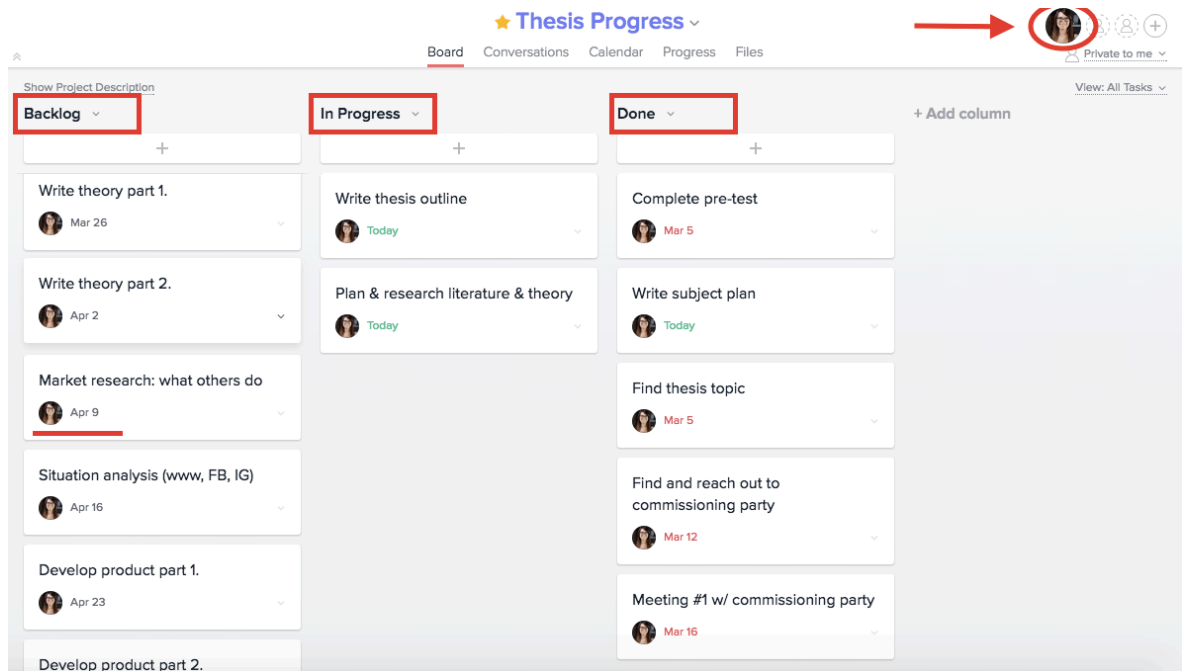
Image 8. Thesis Progress in Asana Project Management Tool (Orsolya Harkai)

Besides the timetable and the project management tool, the author used numerous other online tools and applications to develop the product. She is familiar with these tools from her own experience, from the Digital Marketing Thesis Focus Group and from her teacher Lasse Rouhiainen. These tools are the following: WooRank to get a rough website analysis and a rank on a scale of 1-100, the earlier already explained Content Marketing Matrix to chose the best type of content to be shared on different social platforms, Google's Keyword Planner to find relevant, well-performing and highly searched keywords to implement them into the settings of the website, MailChimp that is an email marketing tool to collect customer email addresses and to execute email campaigns, Canva to create simple and engaging visuals to post on social media and add them to the website, Simply Measured to get an Instagram page analysis, TailWindApp to schedule posts ahead to be shared on Instagram. The tools Quik, VideoLean, Boomerang, HyperLapse and Cinemagraphs are for video creation, Repost mobile application to share user-generated content on Instagram, Hashtagify to find the best hashtags for the company, Instagram Stories that is a special Instagram function that shows posts only for 24 hours. There was LikeAlyzer for Facebook page analysis and ranking on a scale of 1-100, Facebook local advertising to reach the best potential customers in the close neighborhood, and Buffer for Facebook post automation in order to save time.

3.3 Methodology

To get a full picture of the digital landscape, the author used different methods to discover the main topic. She invested a large amount of time into desktop research when she looked for theoretical points online. She looked for online databases, academic writings, other theses within the same topic, professional charts of digital marketing and social media usage, web-based journals and informative articles. Due to the fact of the topic is considered as extremely new, modern and innovative, she had low success in finding academic documents. Therefore, she mainly relied on the website articles and digital charts that she evaluated as trustworthy sources. She paid extremely high attention to the timing of those online sources, since the fields of digital marketing and social media are in a constant change from day to day, from week to week and from month to month.

Besides the desktop research, she also took the advices of the Digital Marketing Focus Group's teacher and other participants where to look for particular pieces of information. The author did a qualitative research in the form of an interview with the commissioning company's owner.

This qualitative interview was designed to have a current situation analysis of the organization and the company owner's views. As the product is created based on PR Smith's SOSTAC® model, the questions are ultimately in relation with that theory. Hence, five questions were under situation analysis to clarify where were we at that time. To open up the objectives, two wider questions were placed to know where did we want to go with this particular product. There were three questions for the strategy part to elaborate on how did we get there. Lastly, three questions were asked from the owner regarding the tactics of the digital marketing plan. These thirteen questions covered the first four part (SOST) of the SOSTAC® model. The last two elements (AC) that stand for actions and control, were not emphasized in the interview. The reason is that the author designed the product with solely focusing on the first four parts of PR Smith's SOSTAC® model.

Image 9. Focus Points of Qualitative Interview Questions (Orsolya Harkai)

The image above represents the division and design of the qualitative interview questions to the company owner. Based on PR Smith's SOSTAC® model, the first set of questions covered the Situation Analysis, where the author was curious about the current target markets, the main competitors, the key differentiation factor why Healthinki is unique, the current marketing partnerships (if there were any) and if the business' online performance is measured in any ways or not. Under Objectives, she intended to find out the clear mission, vision and core values of the company, and the main business goals. Questions that belong to the Strategy section were circled around the desired target audience, the positioning of the brand, and if there were any brand awareness strategies used. Within Tactics, the author needed to know whether there were hashtag and keyword strategies implemented, and which social media channels are desired to be the used by the owner. As it was pointed out earlier in this subchapter, the SOSTAC® model's last two parts – Actions and Control – were excluded from the set of interview questions. The main focus of the qualitative interview was to find out current strategies.

3.4   Risks and Limitations

The author made a risk assessment for the execution of the digital marketing plan. Taken that the company's owner is the only person who has user rights for the website and social media profiles, due to her lack of experience, she might not be able to execute the plan accordingly. Running social media analytics does take time and requires a certain level of understanding the given statistics. It might be a risk, as well, that the owner is in

lack of time to actually take care of the strategy described in the product, since she is running the business solely by herself. If competitors doing it better on the local market, there is a risk that the digital strategy might not achieve the wished effect on the business.

A limitation could be that the author does not have neither Finnish, nor Swedish languages as her mother tongue. Since the plan is written only in English language, the local markets might not be reached as effectively as they would be in any of the above mentioned other two languages. There can be financial limitations whether the owner decides not to spend money on local digital advertisements, such as on Facebook.

3.5 Evaluation

The author has positive feelings about the ready product. She combined her previous knowledge, her newly acquired knowledge, her previous digital marketing work experience, and her teachers' suggestions in the project, which led to a tangible and useful product. She designed each parts of the product based on the key theory points, using the SOSTAC® model. She considers the website optimization as the toughest and most time-consuming section, as she does not have any previous web development experiences. However, she enjoyed designing the brand guide and the website suggestions. In her opinion, creating the Instagram and Facebook marketing strategies were easier, due to her social media marketing work experience. Social media as such, is closer to her than the website development.

The author handled the project from a professional angle. She thinks it was the right decision to choose the theoretical points in advance and to work on those primarily. Due to this decision, it was an ease to design the the product based on those key theories. She took examples of current trends and gave strategy suggestions to the commissioning company that can be easily implemented.

Her productivity was boosted with the Asana online project management tool, as well as with the regular Digital Marketing Focus Group sessions with Lasse Rouhiainen digital marketing expert and lecturer. The good relationship with, and the easy reachability of her supervisor gave her more motivation and inspiration to aim for a high-end product. The author thinks that ten full weeks of focused work was a good amount of time to center her energies solely to this project.

4   Discussion

4.1   The Thesis Process

The author claims that writing this thesis work was very smooth. She put the most emphasis on the planning of the whole project, which she thinks was the key to success. When an extensive project like this is well-planned beforehand, it is easy to follow the timeline. Thanks to her personal interest in both digital marketing and healthy lifestyle, she managed to actually enjoy the process of her work. Selecting the commissioning company that is local and is interesting was crucial for her. The earlier mentioned Asana project management tool was a great help in boosting her productivity. The progression of the work was clearly visible with this tool and gave an extra amount of motivation to get everything ready on time.

Cooperating with the commissioning party was good. The owner replied to messages on time, the phone call and meetings with her went without any obstacles. The thesis presentation happened at the commissioning company, and the owner was pleased with it. She gave a direct feedback to the author that in her opinion, the product is very practical and she would love to place it into action as soon as possible. The author considers this is a success and is happy that she worked for it.

The thesis supervisor and the author had a great energy and connection together. The supervisor was very easily approachable and responsive at all times. She even offered to contact her whenever the author felt to be in a crisis situation. Luckily this did not have to happen. They had a positive joint-effort to raise the level and content of the thesis high. The supervisor was very flexible with contact meetings and with the thesis presentation, as well.

4.2   Learning Outcomes

The author had some prior experience in creating digital marketing plans but none of those were placed into action in full width. Her main expertize and interest lays on social media marketing but not on website optimization and development. Due to this fact, she gained new and up-to-date knowledge more on website optimization and search engine optimization practices.

While writing the theoretical part, she learned a lot about developing businesses online and what are the core points of a digital strategy. The author also expanded her

knowledge and practice in the methods to look for the desired information, and how time consuming that action is. Especially within a modern and innovative topic, of what there are very limited amount of scientific sources available. However, she thinks, digital marketing is a field worth discovering because of the world's continuous shifting towards online. Knowing how to design digital strategies for each business in a unique and personalized way that adds much value in today's business world.

She also got a clear idea of why situation analysis is so important when creating any business strategies, since that is the base of it. After that, the second priority is to have clear objectives what the business owner wants to achieve. Combining these two aspects together ultimately helps in crafting the digital marketing strategy as a whole.

The author learned how important continuous communication is with the thesis supervisor, because that increased her motivation and inspiration towards executing the project. It is a key factor, as well, to have an approachable and supportive thesis supervisor. Without that, this large volume project can get full of obstacles and can lead to a demotivated attitude. Besides all these, she considers well-used time management a very crucial learning outcome in this project. When the work is planned ahead, it is relatively easy to follow the schedule, especially with the help of the online project management tool, Asana.

All in all, the author had a good experience writing this report. She considers the process to be smooth and efficient. In her opinion, the end-result became a useful, tangible product that serves the commissioning company's business performance, and widens the author's experience in creating a specific online strategy. It is worth to mention that after the author presented the product to the company owner, the owner was extremely pleased. She got so excited about the digital marketing plan that she asked the author right away to apply the plan in practice as soon as possible. The whole project ended up in a real work cooperation between the author and the owner, which is a great success. Besides all these, the author is grateful for her supervisor and the Digital Marketing Thesis Focus Group for their help and support.

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6 Appendices

Appendix 1. Product

<u>Digital Marketing Plan</u>

AUTHOR'S INFORMATION

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COMPANY'S INFORMATION

Name: Healthinki
Industry: Restaurant industry
Products and services: Serves and sells freshly made nutrient-rich healthy food and beverages as breakfast and lunch in the heart of Helsinki.
Website: www.healthinki.fi
Additional information: The owner is a holistic health coach who would like to emphasize the importance and benefits of conscious eating habits. Healthinki was the first lifestyle café in Helsinki that started serving special dishes with paying extraordinary attention to the look of the products. Dishes such as avocado toasts, quinoa lunch bowls, Finnish super berry bowls and raw bites. The restaurants fits about 10 guests indoors and 6 guests outdoors. However, during the summer of 2017, a new location will be opened where an increased amount of guests will be able to fit, and it will also be suitable for other companies' team gatherings.

STRATEGY

Objectives: 1) increased website traffic, 2) improved social media performance, 3) engaged fans, 4) positive brand awareness, and ultimately 5) increased sales.
Method: PR Smith's SOSTAC® model is used for the digital marketing plan. SOSTAC stands for: Situation Analysis, Objectives, Strategy, Tactics, Actions and Control. This plan is done excluding the last Control part, because the author does not have any rights to the online accounts. The main emphasis of the plan is on website optimization, Instagram and Facebook pages optimization to use their full potential.
Description: In 2017, there is an intense competition going on in the restaurant industry. In order to stand out from the crowd, it is not enough to have a basic online presence. To reach the most amount of potential customers, digital marketing is here to help. Creating a plan, and also acting accordingly, is the most significant key to build brand awareness and a special community of people who will become engaged with the brand. An optimized website with superb user experience and interesting, quality content engages the right visitors. And social media is an essential communication channel to engage the audience

even more. It allows to publish the right content to the right audience. Healthinki's digital marketing plan is focused on the website, Instagram and Facebook pages.

1. WEBSITE OPTIMIZATION

1. **Situation Analysis → Where are we now?**
- Website performance → From WooRank.com

The popular and trustworthy website analyser online tool, WooRank, gave 52.0 points out of total 100.0 to Healthinki's website.

Image 1. Healthinki's website rank. Data source: WooRank

The sections of WooRank consist of: 1) SEO, 2) Mobile, 3) Usability, 4) Technologies, 5) Errors, 6) Backlinks, 7) Social, 8) Local, 9) Keywords, 10) Visitors. Here are the main points listed on the table below.

WEBSITE ELEMENT	STATUS	COMMENT
TITLE TAG	✔	10 characters, whereas 50-60 would be better, including main keywords
META DESCRIPTION	✘	66 characters, whereas 70-160 is the ideal, this is key for search engines on which page to display the website in search results, include keywords
KEYWORD CONSISTENCY	✘	it looks quite fine, but not consistent enough, should be used more times
ALT TEXT	✔	it is the description of images, 4 out of 6 images have ALT texts, whereas all need it
LINKS	✔	good use of both internal and external links, no broken links
URL	✔	URL parameters are clean, no duplication found, BUT there are underscores in some URLs, which is very bad for search engines – use hyphens instead
BLOG	✘	there is no blog ☹ keep in mind that Content Is King which means that written content on a website enhances search engines favorability
MOBILE-FRIENDLINESS	✔	the website is extremely well-optimized for mobile users in layout and compatibility
MOBILE SPEED	✘	slow
PAGE SIZE	✔	under 2 MB which is great
LOADING TIME	✔	loading is fast (0.76 seconds) that serves search engines well
ANALYTICS	✘	there is no analytics tool linked to healthinki.fi
BACKLINKS	✘	this score is bad, there are not enough other quality sites linking back healthinki.fi (48)
SOCIAL MEDIA ENGAGEMENT	✘	healthinki.fi is sometimes shared on social media, but this needs to be increased
WEBSITE TRAFFIC	✘	estimated as very low, so with a good strategy this can be easily improved

Image 2. Healthinki's website analysis. Data source: WooRank

- What do others do? → Competitor analysis

  Healthinki has two main local competitors: Kuuma and Date + Kale, and on a global scale two other businesses were chosen to compare them with each other. Their names are The Good Life Eatery in London (UK) and The Butcher's Daughter in New York (USA). The table below shows their comparison regarding the websites.

	HEALTHINKI	THE GOOD LIFE EATERY	THE BUTCHER'S DAUGHTER	KUUMA	DATE + KALE
Logo					
Website	http://www.healthinki.fi/	http://www.goodlifeeatery.com/	https://www.thebutchersdaughter.com/	-	http://www.dateandkale.com/
Location	Helsinki, Finland	London, UK	New York, USA	Helsinki, Finland	Helsinki, Finland
WooRank Score	52.0 / 100.0	67.9 /100.0	63.4 / 100.0	-	50.3 / 100.0
Mobile friendliness	✔	✔	✔	-	✗
Blog	✗	✗	✗	-	✗
Newsletter	✗	✔	✔	-	✗
Attached TripAdvisor account	✗	✔	✔	-	✔

Image 3. Website analysis among competitors. Data source: WooRank

2. Objectives → Where do we want to go?
- To reach both locals and tourists online
- To appear on Google's first search page
- To build an online community from website visitors
- To increase the number of website visitors
- To increase the time spent on the website
- To be approachable

3. Strategy → How do we get there?
- By easy online searchability
- By setting the best possible SEO (search engine optimization)
- By engaging with the audience through interacting with them
- By linking website and social media channels together
- By engaging visitors with relevant, quality content
- By providing the best possible user interface and user experience on the website
- By filling contact information out

4. **Tactics → The details of strategy**
*   Well-performed keyword planning on the right languages (include English, Finnish and Swedish)
*   Add everything that's needed for SEO (meta descriptions, ALT texts, additional links, quality images, blog)
*   Create a TripAdvisor account for Healthinki and link it to the website so that tourists can find the website more easily
*   Start a weekly blog that inspires or educates the audience, add commenting option, create a monthly newsletter (use email marketing)
*   Add the website URL to the Bio on Instagram and to the About on Facebook and in separate social media posts encourage users to click and visit the site
*   Make the website design consistent, set brand colors and fonts that are used everywhere on the website, utilize the Content Marketing Matrix to choose what type of content shall be showcased, create an easy navigation bar on the top of the website and work on mobile optimization
*   Add a separate menu point for solely Contact Information (so visitors can reach the company) and Newsletter Subscription (so the company can reach the visitors)

5. **Actions → The details of tactics**
*   Guidelines: create a brand book, create a content map and calendar for the blog, create a keyword usage guide

A brand book is designed to showcase a set of colors and fonts to be used online. It can be between 2-10 pages long, depending on the needs of the business. Below is an image with the main Helathinki brand colors with their HEX codes, and two suggested font types that make a good match.
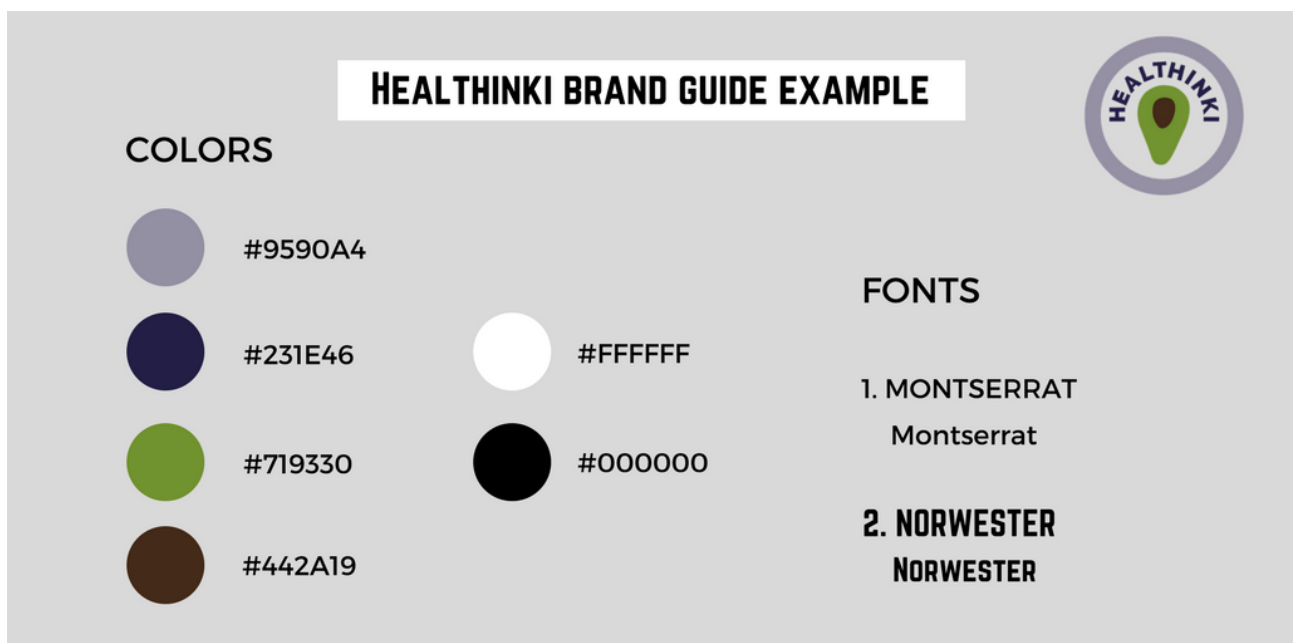

Image 4. Example of Healthinki's brand guide

Creating a content map helps the blog author choosing from different topics that are relevant to the business. It does not have any required form, it can be a list of topics or upcoming blog post titles, or even a mind map where thoughts are linked together. A great support is the Content Marketing Matrix that visualises the four main types of content: 1) Entertaining, 2) Inspiring, 3) Convincing and 4) Educating. A content map guides the blog author to circle numerous posts around one main topic.

A content calendar is a timetable that includes which blog posts are in the pipeline to publish and when to publish them by day, date and time. It requires consistent updating in order to keep it easy to follow and check up. A simple Microsoft Excel tool can be utilized for this action.

Keywords give a large part of search engine optimization. Based on online users' search behaviors, search engines like Google rank websites in a specific order. The main goal in digital marketing is to reach the most potential customers, hence, knowing the right keywords for a certain business helps to crawl to the front page of search results. Keywords can be short and general or long and specific. The combination of using both types, in addition with typing in the location, as well is a strong strategy for search engine optimization. The table below lists possible keywords for Healthinki to use.

healthy food	healthy food helsinki	healthy food near me	eat clean	wellness meal
breakfast	breakfast helsinki	breakfast near me	breakfast recipes	healthy breakfast
brunch	brunch helsinki	healthy brunch	brunch menu	brunch finland
lunch	lunch helsinki	lunch bowl	healthy lunch	lunch menu
vegan food	vegan breakfast	vegan brunch	vegan food helsinki	
superfood	superfood smoothies	superfood recipes	finnish superfood	
avocado toast	avocado toast recipe	avocado toast near me		
berry bowl	berry bowl recipe	finnish berry bowl	super berry bowl	
quinoa bowl	quinoa salad	quinoa recipe		
raw bites	vegan bites	healthy cake	raw bite protein	raw bite bars
plant based food	vegetarian food	vegetarian menu helsinki		
healthy meals	gluten free food	gluten free helsinki		
smoothie	green smoothie	fresh smoothie	smoothie recipe	
organic food	natural ingredients	sustainable food	fresh juice	
local food	healthy finnish food	helsinki restaurants	helsinki café	
kuuma	date and kale	roots helsinki	healthinki	

Image 5. Healthhinki's keyword options

- Check lists: go through on all elements of SEO, double check content relevancy by asking: Does it add value?, scroll through the website and see if the design is aligned with the brand communication
- Processes: email address collection from the Newsletter subscribers and add them to a separate email marketing tool, check incoming emails daily

Used tools for website optimization:
- ✓ WooRank for website rating
- ✓ Content Marketing Matrix
- ✓ Google Keyword Planner
- ✓ Blog Content Map
- ✓ Blog Content Calendar
- ✓ MailChimp for email marketing
- ✓ Canva for creating appealing visuals
- ✓ Google Analytics for measurements

Website design

A simple but clear option for Healthinki's website design is created right below. The brand colors and fonts are used overall in a consistent way. The header shows the navigation bar that has six elements: Home, Contact, About, Consciousness, Menu and Blog, as well as the brand logo on the left side. Under the navigation bar is the main banner image with a special brand photo that the company owns. On the banner, the business name and a short description of the company in seven words only. There is a footer designed on the bottom of the page that encourages visitors to connect with Healthinki on the social media channels where the brand is present: Instagram, Facebook and TripAdvisor. The last one is very highly recommended, so that tourists can find reviews and ranking of the café. This design is carried through all six pages below, and the difference is the content they contain on each page.
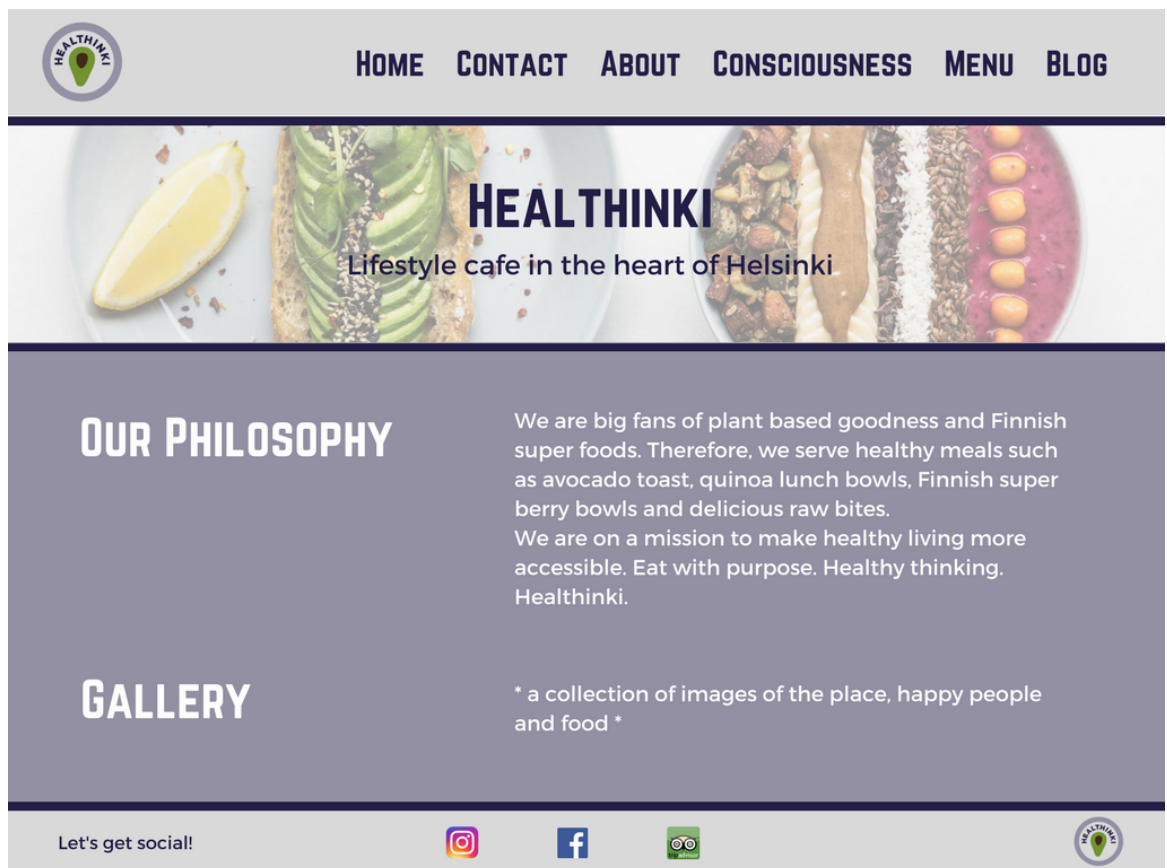
Image 6. Healthinki website design Home Page

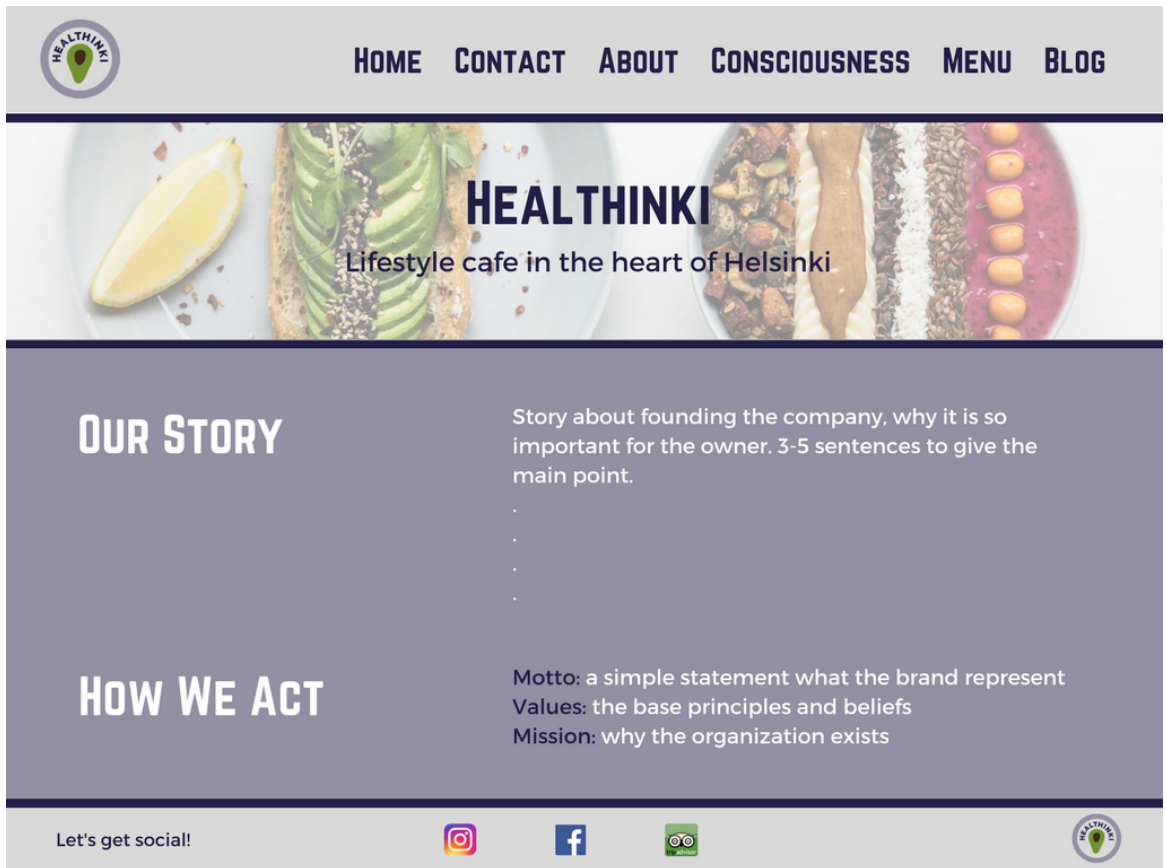*Image 7. Healthinki website design Contact Page*

Image 8. Healthinki website design About Page
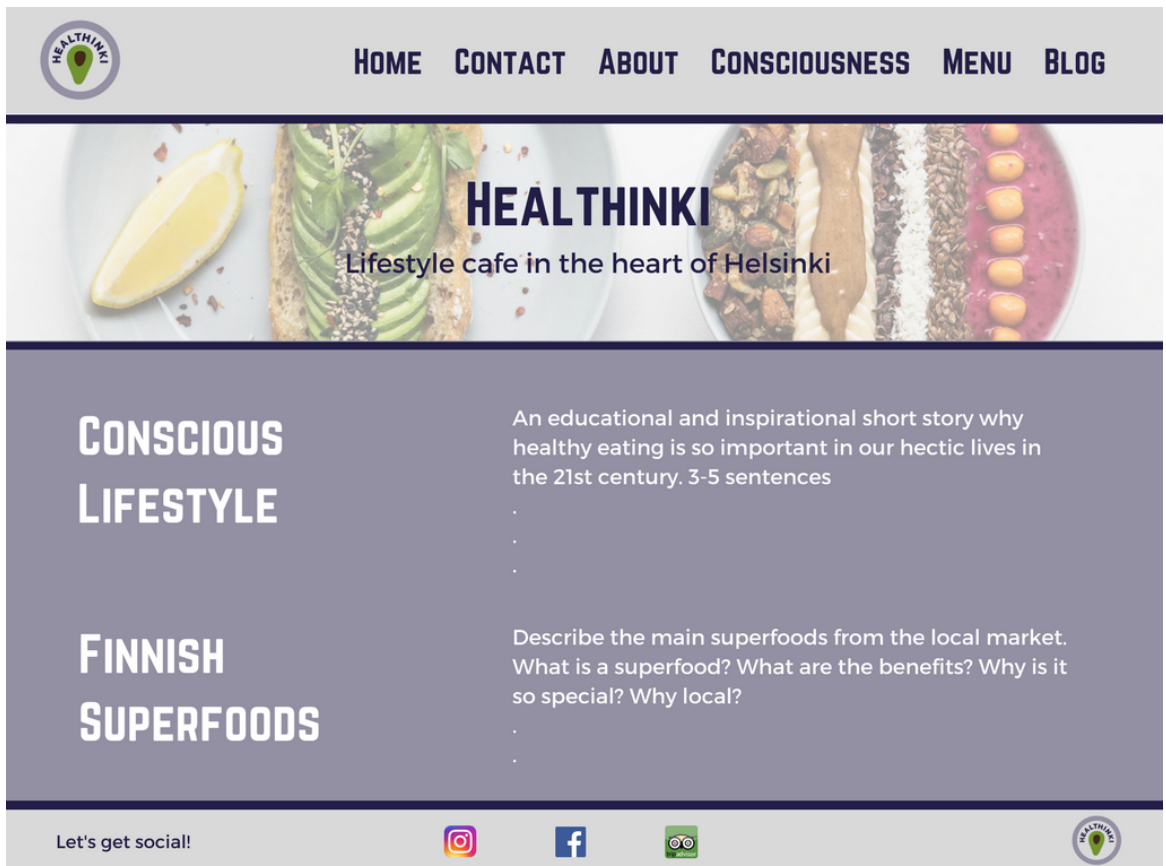

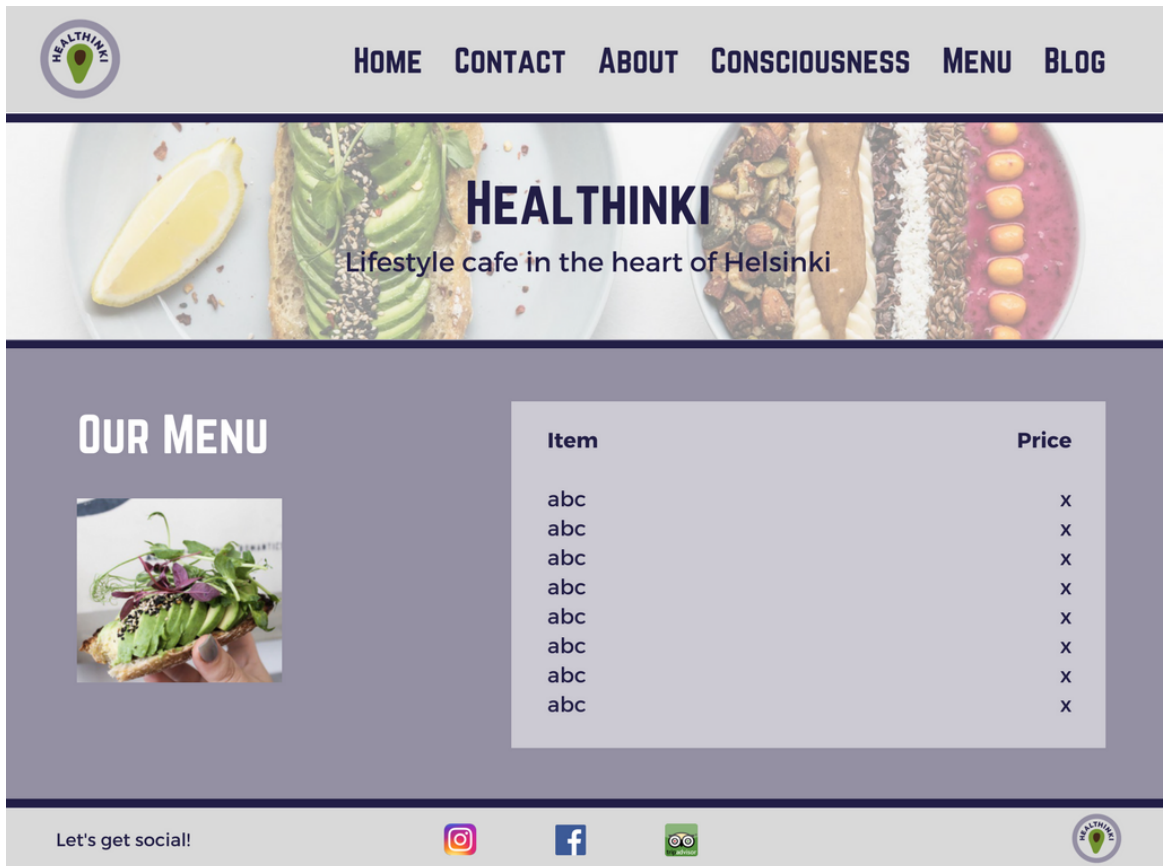*Image 9. Healthinki website design Consciousness Page*
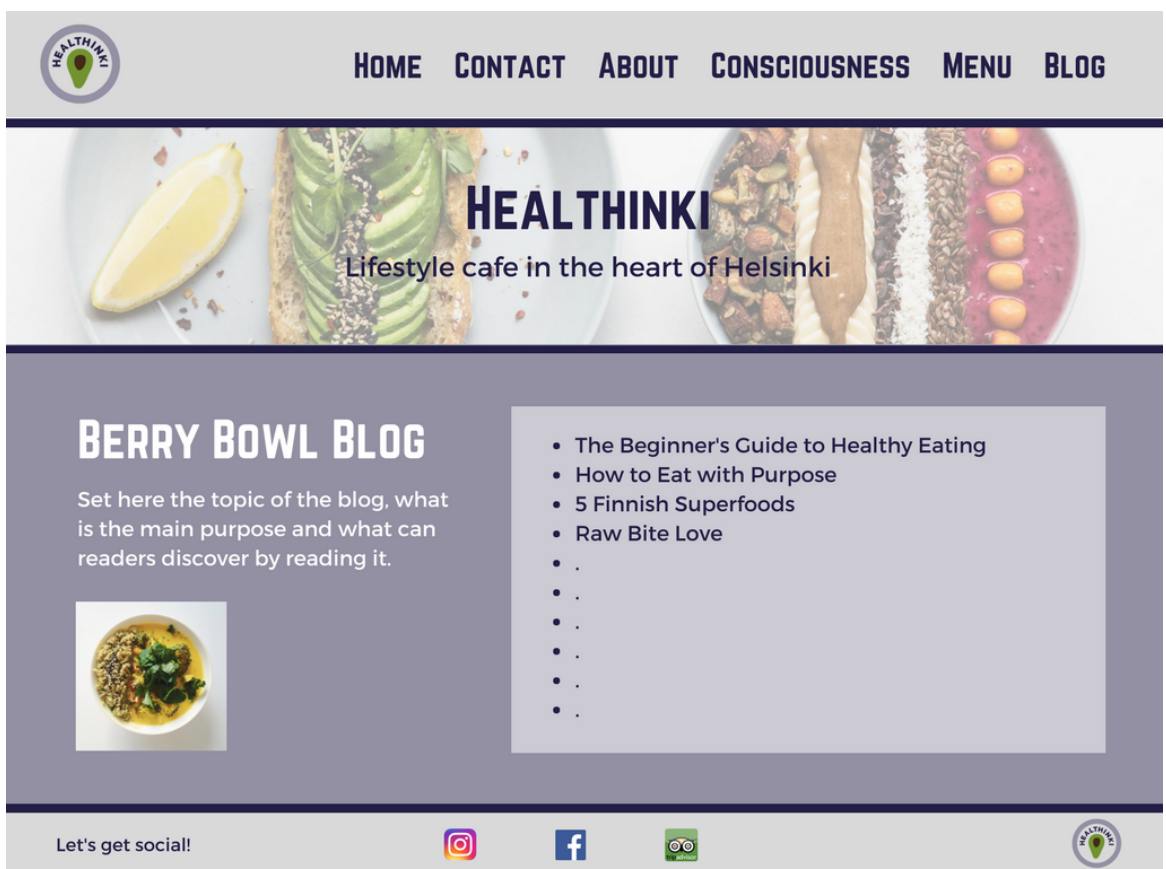
Image 10. Healthinki website design Menu Page

Image 11. Healthinki website design Blog Page

2. INSTAGRAM MARKETING

1. **Situation Analysis → Where are we now?**
- Instagram performance → from Simply Measured online tool for the past 2 months

INSTAGRAM OVERVIEW	METRIC (2.3.2017.-2.5.2017.)	COMMENT
Total number of posts	6	posting only 6 times during 8 weeks is way too few to increase the follower base
Total followers	1954	considering that the very first post was on 21.4.2016., this is a great number
Total engagement	1043	taking the fact that only 6 posts were published, this number is superb
Total number of likes	1031	out of 1043 total likes and comments, 1031 were likes only
Total number of comments	12	out of 1043 total likes and comments, 12 were comments only
Engagement per post	174	the average amount of likes and comments for 1 post during 8 weeks, very good
Photo posts	5	out of 6 total posts, 5 were photos
Video posts	1	out of 6 total posts, 1 was video
Photo likes	874	out of 1031 total likes, 874 came for photos
Photo comments	12	out of 12 total comments, all of them came for photos
Photos % of total engagement	84.95%	the 100% 1043 total engagement, 84.95% gives interactions with photo posts
Best engagement on a photo post	298	it is 1.7 times more than the brand's average engagement
Video likes	157	out of 1031 total likes, 157 came for the video
Video comments	0	no comments on the video
Videos % of total engagement	15.05%	the 100% 1043 total engagement, 15.05% gives interactions with the video post
Best day for engagement	Wednesday	58.3% of the total comments came on Wednesday

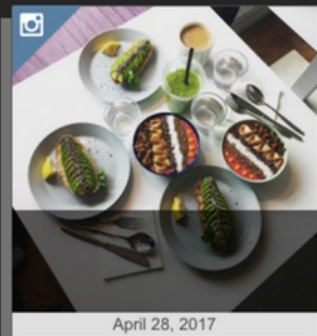*Image 12. Healthinki's Instagram overview. Data source: Simply Measured*

There are numerous online tools existing for scraping current Instagram analytics but most of them are not quite cheap. In this analysis, the tool Simply Measured was used that provides free analytics for a shorter period of time. The table above lists the measurement of Healthinki's Instagram metrics for two months back, between March the 2nd and May the 2nd. It lists the total number of posts, followers and engagement. The latter is the sum of both likes and comments that were given to social posts. The list also demonstrates the ratio between photo and video posts, as well as the division of total engagement. The tool was also able to pull off the information for the best day for posting, which turned out to be Wednesday.

On the visual below, there are the top three posts showed with the amount of engagement for each of them. Simply Measured even gave the information of how these top three posts perform compared to the the brand's average. This performance is considered very good, as the post with the most engagement is 1.7 times better than usually. There are several graphs displayed on the visual below, including the top photo filtering layers, the timing of incoming likes and comments and the best performing keywords that were used in comments by other users.

Image 13. Healthinki's Instagram metrics between 2.3.2017. and 2.5.2017. Data source: Simply Measured

- What do others do? → Competitor analysis

The competitors mentioned in the website optimization part are compared with Helathinki on their Instagram performances. Two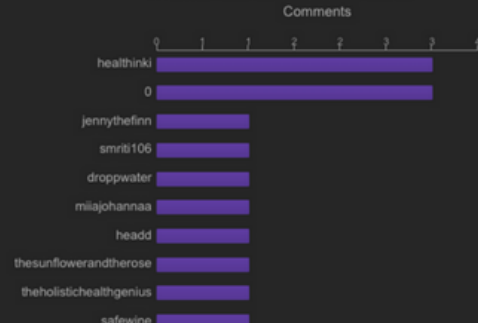 competitors on a local, and two competitors on a global scale are investigated in the table below. The number of their followers and posts listed, as well as the frequency of their posting, the content type what they share, and the content of their bio. A bio on Instagram is a short description with a character limit of 160. This could include several bullet points that best describes the brand, the opening hours and some contact details (email or phone number). Also, there is place for adding the website which is very important, because it ensures traffic to the website from social media. A bio can be enhanced well when emojis are inserted into the text for the better visual appearance.

	HEALTHINKI	THE GOOD LIFE EATERY	THE BUTCHER'S DAUGHTER	KUUMA	DATE + KALE
Logo					
Instagram name	@healthinki	@goodlifeeatery	@thebutchersdaughter_official	@kuumahelsinki	@dateandkale
Location	Helsinki, Finland	London, UK	New York, USA	Helsinki, Finland	Helsinki, Finland
Number of followers	1954	89.000	82.700	3587	3719
Number of posts	50	411	875	359	198
Frequency of posts	no consistency, about 1 post in 2-3 weeks	consistent, between 3-5 posts weekly	consistent, 7 posts weekly (or 1 post daily)	no consistency, about 1 post in 2 weeks	consistent, 7 posts weekly (or 1 post daily)
Content posted	quality photos rare videos	quality photos brand visuals personalized videos	quality photos no videos	quality photos no videos	quality photos brand visuals personalized videos
Bio filled well	website✔ emojis✔ opening✔ contact✔ description✔	website✔ emojis✘ opening✘ contact✘ description✔	website✔ emojis✔ opening✘ contact✘ description✔	website✘ emojis✘ opening✘ contact✘ description✔	website✔ emojis✔ opening✘ contact✘ description✔

Image 14. Instagram analysis among competitors. Data source: Instagram

2. Objectives → Where do we want to go?
- To build an Instagram community
- To increase the number of followers
- To reach locals and tourists, too
- To stand out from the competition

3. Strategy → How do we get there?
- By constantly interacting with followers and being easily approachable
- By publishing quality content on a consistent basis
- By implementing a hashtag strategy
- By using the right mixture of languages
- By educating and/or inspiring followers with a mixed variety of content
- By planning the overall Instagram feed layout in advance
- By using gamification

4. Tactics → The details of strategy

- Start following other relevant users, ask questions in posts to make the followers interactive, reply to incoming questions (no matter if direct message or comment), interact under other users' posts to show openness, leverage Instagram Stories with a daily strategy, repost other users' content
- Use the Content Marketing Matrix again to choose the right types of content to publish – educational and inspirational posts are recommended, use both videos and photos, post at least once a day, create a simple strategy of emoji usage, tag relevant accounts on posts whose follower base is influential and is a very large amount
- After some research, find 25-30 hashtags for each posts that are used daily and are the most relevant to Healthinki's business niche, create one or two unique hashtag that is solely specific for Healthinki, use multiple languages in captions
- Creating video campaigns for a certain period of time, such as: Wednesday Wellness Recipes where every Wednesday for 8 weeks there is a quick recipe revealed in 20 seconds only, or Super Fridays where each week for another 8 weeks the benefits of a local super food are showcased in 20 seconds only – with the use of specific video creator tools (like Quik)
- Creating other educational or inspirational campaigns with nutrition facts images and post them on a certain day of the week, consistently on each week, always plan these in the Instagram calendar which is a timetable for upcoming posts
- Implement a game where the main goal is to encourage followers to create and share content when they actually visit the place, and use a specific hashtag like #healthinkiplayers
- It is very important to communicate the company values through Instagram, so the content will be unique and personal

When the Instagram feed is planned and handled in a strategic way, a very special layout can be achieved that makes the user experience outstanding. Publishing same styled images every third posts transforms the Instagram feed nicely visible and pleasing to look at on mobile devices. The image below shows two examples of how a special layout can be maintained.

Image 15. Example of Instagram feed layout. Image source: louisemcom Instagram

5. Actions → The details of tactics

- Guidelines: how to create and use an Instagram calendar, how to incorporate hashtags and emojis into the Instagram strategy, set the exact rules for the Instagram game

  Creating an Instagram calendar makes handling the platform much easier. It does take a while to take the time and invest energy into the planning of it, but on a longer term, it for sure becomes a time-saver tactic. And as we know: time is money. In a simple Excel sheet, add 12 tabs for the 12 months of the year, and manually type in the week numbers and dates in each month. Set the columns' names to: Day, Date, Time, Campaign, Message and Image and fill the lines accordingly. To understand the Instagram calendar more, see the Excel table below.

	A	B	C	D	E	F
1				Healthinki Instagram Content Calendar 2017		
2						
3	WEEK 1					
4	Day	Date	Time	Campaign	Message	Image
5	Monday	2.1.2017.	19:15			
6	Tuesday	3.1.2017.	18:35			
7	Wednesday	4.1.2017.	19:05	Wednesday Wellness Recipes		
8	Thursday	5.1.2017.	17:55			
9	Friday	6.1.2017.	18:20	Super Friday Facts		
10	Saturday	7.1.2017.	16:35			
11	Sunday	8.1.2017.	20:15	Sunday Funday Game		
12						
13	WEEK 2					
14	Day	Date	Time	Campaign	Message	Image
15	Monday					
16	Tuesday					
17	Wednesday					
18	Thursday					
19	Friday					
20	Saturday					
21	Sunday					
22						
23	WEEK 3					
24	Day	Date	Time	Campaign	Message	Image
25	Monday					
26	Tuesday					

January   February   March   April   May   June   July   August   September   October   November   December   +

Image 16. Instagram content calendar

Hashtags equal to keywords on Instagram. To reach a greater amount of users, a hashtag strategy is necessary to use. It is possible to search on Instagram by hashtags, and so it is important to understand the variety of them. There are those that are used by millions of users in one singe day, there are others that used a thousand or a few hundred times daily, and there are those that are used only a few times per day or even less. Therefore, posts with the most used hashtags get lost very fast on the hashtag feeds. Because of this reason, it is recommended to use rarer hashtags and special, unique ones. The maximum amount of hashtags in one single post is 30, and this is ruled by Instagram. Here is a list of possible hashtags for Healthinki:

#healthysnacks, #healthymeals, #healthylunch, #healthnut, #healthymind, #healthyhabits, #healthtips, #healthandwellness, #healthyrecipe, #breakfastlover, #breakfastgoals, #breakfastideas, #breakfastinspo, #breakfastbowl, #brekkie, #breakfastfordinner, #brunchclub, #brunchtime, #brunchlover, #sundaybrunchday, #veganfitness, #poweredbyplants, #plantpowered, #veganbreakfast, #vegandessert, #berrybowl, #quinoabowl, #quinoasalad, #avocadotoast, #avocadotoastpost, #super-

44

foodsmoothie, #superfoodsalad, #superfoodsunday, #rawbite, #conscious, #consciouseating, #holistichealth, #holisticnutrition, #nutritionschool, #nutritiongoals, #helsinkisecret, #visithelsinki, #helsinkionline, #helsinkilove, #myhelsinki, #finnishberries, #finnishfood, #fooddesign, #foodstyle

Announcing a game on Instagram is a great way to gain more visibility through other users' social actions. The aim of it is to get Healthinki's products viral on the platform. Inventing a unique hashtag solely for the game gives the opportunity to oversee all content that is posted by other users. In other words, it is called content curation where the new content is a user-generated content. Below is an example of an InstaGame post for Healthinki:

🥑 Are you up for a #game? 😍 Announcing the #healthinkiplayers InstaGame 🏆
·
⚡ We are so excited about the #launch of the newest Healthinki location that we want to surprise 4 of our customers with yummy #healthysnacks 🍎
·
🥗 How to participate in this game?
1️⃣ Follow @healthinki here on Instagram
2️⃣ Repost this post and tag 2 friends who love #consciouseating
3️⃣ Visit Healthinki between June 1st and 30th and take a photo of the food or drink you consume
4️⃣ Upload your masterpiece here with tagging @healthinki and #healthinkiplayers
·
⭐ Prizes: 1 super berry bowl, 1 quinoa lunch bowl, 1 raw bite and 1 green smoothie 👌
·
🍓 Free food is always tempting... But free #healthyfood is even more! 😍 Let's play!

Image 17. InstaGame for Healthinki

- Systems: Instagram posting automation with TailWindApp, repost user-generated content with Repost app

To save time, social media automation can be well-used for Instagram. There are numerous platforms that enable users to schedule the content they want to share in advance. However, most of these online tools does not support properly Instagram automation. TailWindApp is one of the rare ones that has a full enablement of this action on Instagram. With the use of it, it is easy to prepare the shareable posts in a desktop version and simply set the time and caption to be posted. Having a good use of the above mentioned Instagram calendar lets users to plan their upcoming posts, and this automation tool lets them to schedule these upcoming posts for weeks ahead.

Having a tactic for utilizing content that were created by other users gives a competitive advantage. It enhances the engagement with followers and adds value to the content strategy. Constantly monitoring brand-relevant hashtags gives a great collection of user-generated content. The best images can be selected and shared on the behalf on the brand with a mobile application called Repost. This tool enables to tag the source of the image, so the creator gets a notification that their post was shared by the brand.

The daily use of a huge recent trend, Instagram Stories, gives the brand more option to expand. This is a function on the platform that lets users and brands post daily updates to the story line. This is a special content because it disappears exactly 24 hours after publishing. Brands can use it as a camera to show behind the scenes images and videos. Especially when there is an event happening on the spot, showing around the guests, the menu or any other creative ideas. Instagram Stories can be leveraged the best when users are able to handle well color decorations and emojis, to give a meaning to the posts. A plan and system for using this function is recommended to achieve business success.

Used tools for Instagram marketing:
- ✓ Simply Measured for Instagram analysis
- ✓ Content Marketing Matrix
- ✓ Instagram Calendar
- ✓ Tail Wind App for scheduling posts on desktop
- ✓ Quik (video creator)
- ✓ VideoLean (video creator)
- ✓ Boomerang (video creator)
- ✓ HyperLapse (video creator)
- ✓ Cinemagraphs (video creator)
- ✓ Repost (reposting user-generated content)
- ✓ Hashtagify for finding the best hashtags
- ✓ Canva for creating visuals for the educational Tips posts
- ✓ Instagram Stories

3. FACEBOOK MARKETING

1. Situation Analysis → Where are we now?
- Facebook performance → from LikeAlyzer online tool

FACEBOOOK OVERVIEW	STATUS	COMMENT
LikeAlyzer Score	54	this tool rates the Facebook page on a scale of 100 based on several criterias
Total fans	1431	considering that the the page exists for less than a year, it is a good amount
Website	✔	the website URL is added to the Facebook page
About section	✔	filled more or less accordingly but it contains typing mistakes and could be more engaging
Liked pages by Healthinki	1	to show interest in other businesses or health topics, it is recommended to like other pages
Engagement rate	3.56 %	for success, over 7 % of engagement rate would be necessary (likes + comments + shares)
Total check ins	88	this number could be easily raised higher with an engaging Facebook strategy
Posts per week	0.81	one post in a week is way too few to reach a desired high engagement rate
Posts per type	photos 83.3 % videos 16.7 %	it is good that Healthinki is varying post types, but the percentage ratio could be improved
Timing	✘	the publishing times are way off from the audience's visiting time, ideal: 18-21 local time
Length of posts	100-500 characters	it is recommended to write shorted posts to engage the followers more
Questions	✘	there are no questions embedded into posts and it is a big opportunity missing to engage and interact more with fans to build brand trust
Answers	✘	there are no replies given to questions asked by fans and it weakens brand trust
Hashtags	✔	using hashtags which is great for post visibility and user reach

Image 18. Healthinki's Facebook overview. Data source: LikeAlyzer

Using the above mentioned online tool, LikeAlyzer, is the best possible way to discover and measure Facebook page performance. The tool ranks any Facebook page on a scale of 1-100 based on different criterias. Those include for instance: properly filled page information, follower base and engagement rate, post types and publishing times, as well as the length of posts. LikeAlyzer gave a score of 54 to Healthinki's Facebook page, and the table above shows the details of its reasoning. This is not a very good result and it indicates a lot of room for page improvement. The amount of fans is a good number, taken that the page exists for less than a year only and there has been no strategy implemented. Because of this, the frequency of posts is very low. There can be a lot more done with over a thousand fans by connecting through Facebook posts. The timing of the posts is inaccurate, as well, according to LikeAlyzer, there will be more users reached and engaged if the posts get published between 15-18 GMT – which is 18-21 local time. It is worth pointing out that there seems to be no curiosity from the business side. This means that there are no questions asked from the audience. Also, another very significant point that the table demonstrates is that the business does not pay attention to the audience's questions. By not replying to posts with questions, the brand trust and credibility get ruined.

- What do others do? → Competitor analysis

Just like in the website optimization and Instagram marketing parts, the four competitors mentioned earlier are compared with Healthinki on their Facebook performances, as well. Two competitors on a local, and two competitors on a global scale are investigated in the

table below. From all five of the cafés, Healthinki has the least amount of fans, however, the like ratio seems to be quite fine. The average amount of likes were counted based on the last five posts on each Facebook page. The frequency of posting is unfortunately inconsistent on all pages, with only one exception – Date + Kale which is a local competitor. When it comes to replying to visitor reviews, only one page is interactive, the Finnish Kuuma that gives a competitive advantage to their business. The content they are posting is somewhat versatile, however, Healthinki's scheme is a bit too simple because it only publishes own content, mainly photos.

	HEALTHINKI	THE GOOD LIFE EATERY	THE BUTCHER'S DAUGHTER	KUUMA	DATE + KALE
Logo					
Customized Facebook URL	✔	✘	✔	✘	✔
Location	Helsinki, Finland	London, UK	New York, USA	Helsinki, Finland	Helsinki, Finland
Number of fans	1431	9498	7741	3882	1474
Average amount of likes	34	3	35	43	13
Frequency of posts	inconsistent, less than 1 post weekly	inconsistent, less than 1 post weekly	inconsistent, 1-2 posts weekly	inconsistent, 1-2 posts weekly	consistent, 3-5 posts weekly
Reviews	23 → 4.7 ★ no replies to reviews	137 → 4.8 ★ only 2 replies	217 → 4.6 ★ only 2 replies	124 → 5.0 ★ 15 replies	31 → 4.5 ★ only 2 replies
Content posted	own quality photos, sometimes videos	own quality photos, inspirational, educational 3rd party links	own quality photos, local events, 3rd party links	own quality photos, sometimes videos	own quality photos, own personalized videos

Image 19. Facebook analysis among competitors. Data source: Facebook

2. Objectives → Where do we want to go?
- To build a loyal Facebook community
- To increase the number of fans
- To reach locals and tourists, too
- To stand out from the competition
- To build brand credibility and brand trust

3. Strategy → How do we get there?
- By constantly interacting with fans and being easily approachable
- By publishing quality and versatile content on a consistent basis
- By using Facebook's local advertisement
- By educating and/or inspiring fans
- By utilizing a Facebook content calendar
- By using gamification
- By increasing response rates
- By increasing Facebook page reviews

4. **Tactics → The details of strategy**

- Replying to post comments, or even giving Facebook reactions (like, love, haha, sad, wow, angry) to comments will be a big boost in showing interest towards the fans. Also, placing questions into published posts will increase the level of interaction, plus the Facebook social platform prefers curiosity of pages, especially when there are incoming replies to questions. In these cases, the Facebook algorithm will notice and pick up these posts, which will lead to a much wider reach of users.

- When it comes to choosing content to be shared, the Content Marketing matrix can be a big help again. Using a wide variety of posts, such as photos, videos, 3rd party links, other Facebook pages' posts, user-generated content, information posts or even industry-related event posts will entertain and engage the audience more. Consistency is key again when it comes to Facebook. To plan ahead the frequency of posting, a Facebook content calendar is recommended to be used. Posts between 3-5 times a week in the right timing will boost the page performance and reach more users. According to LikeAlyzer, the ideal time to publish is between 18-21 Finnish time. Emojis and hashtags can be used in Facebook posts, as well, however, their impact is not as big as on Instagram. When it comes to photo sharing, knowing the current correct Facebook photo sizes is important to give the best possible user experience both on desktop and on mobile devices. Any post that is desired to be shared, can be easily scheduled beforehand with a social media automation tool. Just like the TailWindApp for Instagram, Buffer can be used for Facebook. It is a very easy tool and saves a lot of time for the business.

- On Facebook, local advertising targets users that are in the neighbourhood of the business. This is a very powerful tool and it does not require a huge amount financial investment. Highly recommended to incorporate it into the Facebook strategy.

- To inspire and educate fans, for example a video campaign that reveals quick recipes will add true value and will engage the audience. The campaign can be designed around healthy eating and around the main products of Healthinki. In short, maximum 90 seconds videos with a consistently used catchy campaign title, these nice visuals could go even viral on Facebook. It shall be planned beforehand what video comes out on which week, hence, the Facebook content calendar can be a great help. To providing more educational materials, relevant, trustworthy 3rd party links (articles, images, short videos) can be shared, as well. Not necessarily everything has to belong personally to the company.

- Gamification can be used not just on Instagram, but on Facebook as well. Here, to increase the online reviews and check-ins to Healthinki, the customers in the café should be encouraged to participate. For instance, to the bottom of the receipts an additional line what's called Call-To-Action (CTA) can be printed like *"Did you enjoy your time in Healthinki? Head to our Facebook page www.facebook.com/healthinki , give us a review, show it to our staff and get your FREE coffee!"*. Another option to get the customers' attention is to print out a nice image with a similar text and place that to every table in the café. So when customers sit down to consume what they paid for, they read it and spend a few moments with going online and check-in or rate the place. This gives a big boost to the brand credibility online. Additionally, these games can be announced online, on all platforms (website, Instagram and Facebook) to encourage people to actually go and visit the place. In case this type of campaign turns out to be too pricey for the business, anything smaller can be offered as a reward for customers, like a piece of chocolate, etc.

- Facebook users also have an option to send direct messages online to the business via Facebook Messenger. To increase brand credibility, the response rate to these incoming messages must be very fast and helpful. Paying attention to details like this adds value to the brand.

5. Actions → The details of tactics

- Guidelines: how to create and use a Facebook calendar, and setting the exact rules for the Facebook game(s)

On a similar way as on Instagram, the content on Facebook is recommended to be planned beforehand. Creating a Facebook content calendar has to be on the same way as it has been already showcased with Instagram (see in the Instagram marketing part). It a very simple process, just a new Excel sheet has to be opened. By adding the the week numbers, the day names, the exact dates and times, the name of the campaigns (not necessary), the message and the attachment, the calendar will be easily readable and followed up. Since Facebook differs from Instagram in the options of attachment types, not solely images and videos can be added, but other links, as well. To be the most effective with planning, the content calendar needs to be updated and followed up regularly.

The details of incorporating gamification are crucial in order to get the best results. It has been shortly described above how can these games can be executed for real. First of all, the business needs to know the exact aim of the gamification. In the example it was stated to gather more online reviews and check-ins on Facebook. It is fairly easy task to succeed if Healthinki makes their customers happy. Placing one note to each table in the café is not a hard work. These flyers should be designed to be simple and easily understandable. Just place about five lines of text as a Call-To-Action onto a not too crowded background with all contact details to emphasize approachability. Gamification is for sure a great way to engage customers more and to strengthen the reputation of the brand online with only a small effort and investment of time.

There are certainly other ways of using gamification on Facebook, such as: asking preferences from fans and tell them to reply with Facebook reactions (like, love, haha, sad, wow, angry). This serves as an interaction booster with the audience. See and example on the image below, and the post message on the next page:

" <strawberry emoji> Super Berry Bowl vs. Avocado Toast <avocado emoji>
Which one do you prefer?
The filling berry bowl with energy for the whole day or the nutritious avocado toast that
serves perfectly as a veggie lunch?
<Haha reaction icon> – Super Berry Bowl
<Love reaction icon> – Avocado Toast
Both delicacies are available from MON-SAT between 9-14. Welcome! **<OK hand**
emoji>*"*

Image 20. Gamification on Facebook

- Systems: Facebook posting automation with Buffer

Social media automation is very handy for Facebook posts, it saves a great amount of time that can be invested into other parts of the business. Buffer is an online tool that authorizes any personal or company profiles from Facebook and lets its users to schedule posts for the future. It is a very simple tool where the user can upload any images, videos or URL links, together with the message. Even emojis can be embedded into it, so it basically gives the experience of posting directly through Facebook. Any date and time can be selected, there are no limitations. It is so powerful that even provides analytics after a post was published, so the user can know the the impact of any particular posts, like how wide was the reach on Facebook and what engagement was achieved with it.

Used tools for Facebook marketing:
- ✓ LikeAlyzer for page rating
- ✓ Content Marketing Matrix
- ✓ Facebook reactions
- ✓ Facebook local advertising
- ✓ Facebook Content Calendar

- ✓ Buffer for post automation
- ✓ Canva for creating appealing visuals
- ✓ Quik for videos
- ✓ VideoLean for videos
- ✓ Cinemagraphs for videos

4. LIST OF IMAGES

Appendix 2. Qualitative Interview

Johanna's interview questions about Healthinki

S — Situation Analysis (Where are we now?)

1) Please describe your current **target market** as precisely as possible! (gender, age, location, interests and hobbies, lifestyle choices, nationality…etc.)

I actually don't have a specific target group. Anyone wanting healthier food options are welcome. However, most of the customers are women age 18-40.

2) Which other companies do you consider as your **main competitors**? (locally and globally)

I don't really think about the competitors because I concentrate on building Healthinki but these are some cafes might be: Kuuma, Date+Kale

3) Why do you think your company is **unique** and different from your competitors?

Healthinki was the first café in Helsinki who do super berrybowls and have a "all day breakfast menu". Egg & avocado toast, scrambled eggs, avocado toast, turmeric lattes were not seen before in Helsinki and we make our dishes visually pleasant, delicious and we put a lot of thought in them.

Healthinki is made by love and I want to make a difference in the world by providing healthier food options and spreading the positive vibes.

4) What kind of **marketing partnerships** do you have at the moment? (e.g. Did you hire a website developer to build your website? Who controls Healthinki's Facebook and Instagram pages?)

I do not have a marketing partnership and yes I hired a website developer. I control the Healthinki's Facebook and Instagram pages.

5) What is your way of keeping track on Healthinki's online performance?

I check daily the Instagram account and Facebook account.

O — Objectives (Where do we want to go?)

1) What are the **mission** (why your organization exists), **vision** (where do you imagine your organization to be in the next 5-10 years) and **core values** (the base principles and beliefs) of your company?

My mission with Healthinki to make people happy with my food I serve and and people would start the "Health thinking" more. And of course make Healthinki a good running business.

My vision with Healthinki is to develop Healthinki more holistically by making workshops in the new Healthinki location. The location is much bigger and there I can organize for example for companies breakfast, or have someone to talk about the importance of meditation, or have vegan cooking classes etc. I want Healthinki to be a creative place where health thinking holistically can take space.

My core values is that I want everyone who is working with me has a passion of healthier lifestyle too and that we create a positive community. I believe that if the startpoint of what we are working for is from love Healthinki will be successful.

2) What would you like **to achieve**/gain with a strategic and well-implemented digital marketing plan for your company? (e.g. more followers, higher sales, increased brand awareness, etc.)

I would like to achieve more followers and of course increased brand awareness. With this I would get higher sales.

S — Strategy (How do we get there?)

1) What **changes** would you like to have in your company's target market? (e.g. customer demographics)

I need to plan a better strategy what to post and when. Collect more material that I can post on the Instagram and Facebook feed.

2) How would you like to **position** Healthinki in the market? How do you want others to perceive your brand? (e.g. the most visited healthy lifestyle café with the best customer service – or with the tastiest food, etc.)

I want that when people go to Healthinki's website, IG and FB they'll get excited about the place and that everything looks delicious. And yes I want to be the most visited healthy lifestyle café with the best service and the best taste☺ I also want tourists to find this place.

3) Are you executing any kind of **digital marketing** (or social media) plan at the moment? If yes, please describe the main focus of it!

No I'm not.

T – Tactics (The details of the strategy)

1) Is there unique **hashtag** for Healthinki that is consistently used on multiple digital channels? What is it?

#healthinki

2) Which social media **platforms** do you find the most useful for Healthinki? (e.g. Facebook, etc.)

Instagram and Facebook.

3) Is the website a **WordPress** website? Have you already done a keyword research for Healthinki?

Yes I think it is.

Appendix 3. Infographic

DIGITAL MARKETING PLAN
For Healthinki

WEBSITE OPTIMIZATION

1. Make the website design consistent & follow the brand guidelines for the best UX

2. Add all SEO-favoured elements (meta descriptions, ALT texts, links, images)

3. Execute an efficient keyword planning & implement them all over the website

4. Create a TripAdvisor account & link it to the website

5. Start a weekly blog named "Berry Bowl Blog" that inspires & educates the audience

6. Add a landing page for Contact Information & for Newsletter Subscription

7. Link the website URL to social media channels (IG: Bio & FB: About)

INSTAGRAM MARKETING

1. Follow other relevant users, ask questions, reply to incoming questions

2. Use videos & photos, post min 1x daily, incorporate emojis, tag bigger accounts

3. Do hashtag research & use 25-30 business hashtags in post captions

4. Implement gamification to encourage followers to create & share content

5. Communicate company values so the content will be unique and personal

6. Create nutrition facts images & post them on a certain day of the week

7. Create Wednesday Wellness Recipes & SuperFood Friday video campaigns

FACEBOOK MARKETING

1. Reply to post comments, give Facebook reactions to comments, ask questions

2. Share photos, videos, 3rd party links, user-generated content, information posts, industry-related event posts

3. Inspire & educate fans with engaging video campaigns, like a recipe recordings or how to live a healthy lifestyle

4. Use Facebook local advertising to target users in the close neighborhood

5. Incorporate gamification to check-in and review the place on Facebook

6. Respond to direct messages as fast as possible to build brand credibility

7. Use Buffer to auto-schedule Facebook posts

THIS INFOGRAPHIC WAS BROUGHT TO YOU BY
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