Prasant Gurung

DIGITAL MARKETING

Impact of digital marketing in food business

ABSTRACT

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The purpose of this thesis project was to analyze the impact of current digital marketing trend on food and restaurant business. The study was done in co-ordination with S & K Foods Oy where the owner himself has answered the interview questions. The qualitative method of research interview was used to analyze the outcomes of questionnaire. The interview was conducted with Shah Kapil, the owner in the business premises. SEO, mobile application, display advertisement was mostly used through the internet where Facebook, Instagram, Google were some major mediums. Only relevant and applicable criteria were selected by the author for the empirical study analysis. As findings, the actual benefits were highlighted, and some realistic recommendations were made for further implementation to increase the current growth level.

The theoretical part was based on various literature from different authors. The books written by Ian Dodson, Rob Stokes, Chuck Hemann and Ken Burbary, and Damian Ryan were used as major study materials for the literature review. The process begins with introduction and follows by defining digital marketing including its importance in current business organizations from beginning to end. During the theoretical phase, the digital marketing tools were mentioned and explained as major criteria. The empirical part was based on S & K Foods Oy (Ravintola Royal Mustang) and related information and data were obtained directly from the owner of the company.

Furthermore, based on the report provided and the owner's response the author was able to summarize the fact that the digital marketing process is capturing the overall marketing techniques as the world is borderless through internet. The business without digital exposure cannot survive in current economy. Google, mobile application and search engine optimization were the most important tools of marketing for every business considered in digital marketing process. Some recommendations were mentioned by author to the owner which was considered as very useful and was forwarded to the responsible person for further implementation.

Key words
Advertisement, application, digital marketing, display, internet, mobile, search engine

CONCEPT DEFINITIONS

ARPA	Advanced Research Project Agency
ARPANET	Advanced Research Project Agency Network
DARPA	Defense Advanced Research Project Agency
DDA	Digital Display Advertisement
HTML	Hypertext Markup Language
HTTP	Hypertext Transfer Protocol
IP	Internet Protocol
LAN	Local Area Network
MIT	Massachusetts Institute of Technology's
ROI	Return on Investment
SEO	Search Engine Optimization
TRP	Television Rating Point
TV	Television
URL	Uniform Resource Locator
WWW	World Wide Web

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1 INTRODUCTION

The digitalization has made the world as a small planet and due to artificial intelligence, people are being faster, wiser and smarter than before. The internet is the main base of digital world that has very important role towards human's perspectives in contemporary society. The use of internet has gradually increased through time and sky rocketing day by day. The power of internet has grown rapidly which leads to reduce in traditional media communication and transforms to use in online medium. The multimedia companies like phone, television, recording and film industries are also restructuring their business models. The local sellers of different products are facing challenges as random existing online seller are capturing more market without a general store. The customers are turning towards online market as it is cheaper, easier and faster as well. Even in foods and restaurant business, there are several online sites and applications to promote the business and the customers self-benefits by consuming foods to their home for affordable price. The discount coupons and gift cards are being sent through smartphones and the payments are also done easily by phone or using application. The electronic games industry is becoming superior than music industry and their revenue is challenging the film industry as well. Considering the several aspects of digital marketing aspects, this thesis will highlight the impact on restaurant business due to digitalization and explore how the digital marketing will be a solid factor to embellishment the business to generate optimum amount of revenue.

The purpose of this thesis was to observe and analyze the growth and changes in Ravintola Royal Mustang a restaurant in Finland by adapting digital marketing tools. This thesis will be helpful for the existing and new entrepreneurs as they can visualize the real output in current sales and decide carefully before entering the strategies. Through this study, this thesis intends to find out why the digital marketing tools are a vital part of marketing in current competitive market including the obstacles throughout the research. The theoretical study and research data will be used to analyze and conclude the findings. The thesis also highlights, how digital marketing has led Royal Mustang to its success level in this competitive market. The research location is Pori where the business is being operated.

The issues of implementing and entering digital marketing are emerging rapidly where many researches has been done to find suitable tools to deal with it including creation of several software applications. Back in the past the assumption was that, the newspaper, articles, posters, radio and television are the only best options in promoting or advertising any business. The development of internet and digitalization has changed the whole process from paper version to online version. The classic methods are still used frequently in the marketing process of business as there are many firms who are unaware and unable to use the digital process. To make the study more relevant "The essential guide to marketing in a digital

world" by Rob Stokes (2013), "Digital Marketing Analytics" by Chuck Hemann and Ken Burbary (2013), "Big Book of Digital Marketing" from Netmining (2014), "Understanding Digital Marketing" by Damian Ryan (2014) were used as major study materials during the process. There are many electronic articles and journals as well which have been used in this thesis process.

Research approach is one of the most vital part in the thesis process as it is the main base to collect data and raw information that is analyzed to make a conclusion. During the thesis process, the qualitative research approach was utilized. The interview with the owner was the major function to gather the information about use of digital marketing for the company. The interview was conducted via face to face meeting. Furthermore, the author also reviewed the sales statement from past to current months with different vision to collect detailed ideas for deep analysis. The questionnaire prepared for the research was based on different digital marketing tools.

There were plenty of areas to be covered during the process, but few questions were designed to cover the whole function of digital marketing. The outcome of the questions mentioned below will be beneficial to current user to improve it more and to new user to expand the revenue. The questions are stated below.

What are the tools of digital marketing?

Which tools are mostly used and how it has affected the business?

What kind of plan and procedure should be developed to improve the digital marketing strategy?

The thesis has five major sections that begins with the Introduction and is followed by theoretical background, research methodology, empirical study, conclusion and recommendation. The very first chapter introduction, have covered the overall summary highlighting what the thesis is about. The purpose is to clarify the aim of this project. The theoretical approach explains the main theories and literatures used, research approach identifies the research methods that are introduced, research question which concludes the main criteria of research, and lastly the framework explaining how the project plan is established in a step by step pattern. Secondly, the theoretical background includes the concept of digital marketing, its' importance in the current market place, different tools of digital marketing and its strategies including developing factors in contemporary era are described by using several textbooks and journals available. Next step is research methodology, pointing out research methods and the methods chosen during the process to gather the required data to evaluate and make further analysis to conclude the result. The fourth point consists of empirical study introducing the case company and the analysis of the status of the business now where digital marketing tools has being used. The outcome of this project along with the key tools that must be improved to increase the revenue level are mentioned in this part. Lastly,

section five includes conclusion and recommendations where the findings are summed up and some recommendations are made for implementations to enhance the digital marketing strategies.

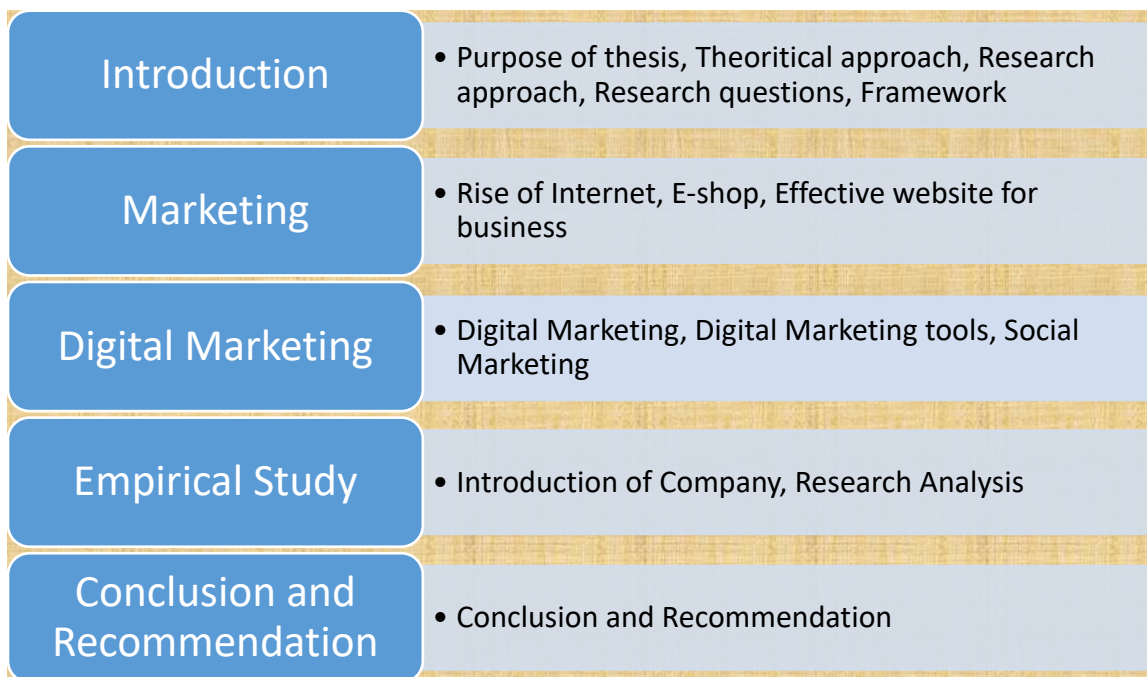| Introduction	• Purpose of thesis, Theoritical approach, Research approach, Research questions, Framework
Marketing	• Rise of Internet, E-shop, Effective website for business
Digital Marketing	• Digital Marketing, Digital Marketing tools, Social Marketing
Empirical Study	• Introduction of Company, Research Analysis
Conclusion and Recommendation	• Conclusion and Recommendation

FIGURE 1. Framework of Thesis

2 MARKETING

Marketing is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior value. The purposes of marketing in business are for analyzing the market situation and learning the consumer behavior, for knowing and calculating the approximate market demand and supply situation and to fix the appropriate quantity of production and to analyze the proper price, place and promotion. It helps to select the appropriate marketing strategy for a product to compete and survive in the market. In this growing digitalization world, the choice and demand of customers are volatile. There are many new purchasing options that makes the marketing task tougher than earlier decades. On the other hand, the development of internet and electronics devices have made it easy as well as the business can be promoted very easily. Marketing through electronic medium is one of the most essential tools these days for the survival of the business. (Damian 2014.)

There are several departments of business which have their own purpose to follow and marketing is one of them. Marketing is the way to find the right audiences for whom the product or service is designed or made. Marketing also aims to keep the customers for long term that maintains the sales and profit of the company. The main purpose of marketing is to identify the market and customers, to anticipate the future of product in the market, to take care of customer satisfaction and maintain the firm's sales and profit. Firstly, the market research is done to identify consumers' demand of any product and if there are enough customers to use such product or services. Then the data is analyzed to make a prediction if the product will survive for longer or not. Moving ahead, the marketing also confirms if the customers are happy with the products or not and by maintaining this relationship, the promotions and campaigns are done to maintain the profitability. (Dodson 2016.)

There are multiple ways of marketing and the selection of ways depends upon the types of business. A small business uses simple techniques with limited budget whereas bigger firms have quite large campaigns. Networking, creating of buzz, giving a speech in public programs, building relations, asking referrals, offer coupons and collaborating are some popular ways of the marketing approach followed by businesses to promote their products and services. In the process it is not always easy to get the path of promotions. For example, giving a speech in public programs sounds pretty good idea but one must have enough budget and link to sponsor such programs. However, at present it has been easier due to the emerging of the digital world and technology and the rate of competition has been going higher as well. The history and the impact of the internet on the marketing sector is explained accordingly. (Dodson 2016.)

2.1 Rise of Internet

Before talking about the internet, it is vital to have a glance towards its history. It all starts from 1957, when USSR launched the sputnik satellite by which it signaled that the United States were falling behind the Russians 8th Understanding Digital Marketing in the technology stakes that leads the US government to spend heavily in science and technology. For a result, A special agency was introduced in 1965, Advanced Research Project Agency (ARPA) by the US Department of Defense to make sure the United States would stay ahead of the cold war rival in a rushing technology race. Later the agency convinced for developing the importance of the computer network which led to the seed for the Advanced Research Project Agency Network (ARPANET) also known as the foundation of the Internet. The first two computers were communicated in 1965 at Massachusetts Institute of Technology's (MIT) Lincoln lab with a US Air Force computer in California using packet-based information transmitted over a network. In 1966, ARPA renamed Defence Advanced Research Project Agency (DARPA) claimed in there ARPANET project that they can communicate and share the resources with different powerful computers owned by the government, universities and researchers around the US. The first two computers were connected on 21 November 1969 at University of California and at Stanford Research and Institute. As a result, on the same year it doubled the size with other universities and departments which led to grow a new network. By 1974 the number had grown and increased the nodes to overseas in Hawaii, Norway and London. (Damian 2014, 7-8.)

The Internet can be simply defined as the interconnected computer networks using internet protocol suite which links the devices to digitalized world. Also, a broad array of electronic, wireless and optical networking technologies which connects a network from local to global. It consists of all public, private, academic, business and government networks through different resources and services like the interlinked hypertext documents and applications of the World Wide Web (WWW), E-mail, telephony and filesharing. Internet can be also defined in different ways by each author. It is a communication tool for revealing it as a social and relation technology for connecting and sustaining relationships with each other such as friends, family and strangers. (Boyd et al. 2008.) It is a single medium which is assessible to mass audience, but this definition has evolved because the internet includes for more different media such as e-mail, websites, e-commerce and blogs that make it more complex. Also, internet was demonstrated in a statement from Steve Jones that it is not only a technology but an engine of social change, one that has modified work habits, education, social relations generally and most important, our hopes and dreams. (Previte 2005, 2.)

2.2 E-shop

From the time human civilization has started marketing has been the main factor for the business to grow. People used to trade goods or products with each other or have mouth-to-mouth marketing after that slowly started to give their products for free to use or went door to door for the products. Gradually, begun the idea of pamphlets or posters, progressively started with advertising in newspapers, radio and even in television and now in the current digitized era with Internet. From the timeline of different eras human being has made the revolutionary change in the marketing field. Although in current era people still use traditional ways of marketing like pamphlets, posters, newspaper ads, radio ads and television ads they are not able to overcome optimum numbers of customers. Therefore, People have started with the innovative idea through internet. The digital world has gone beyond its expectations. Marketers can reach to different parts of the world. Digitalization have built the marketing cost to its minimum. Marketers can distribute advertisements, sell the products, organize different seminars, knowledgeable educations through different ways like social media, online shop, livestream. (Jeremy 2017.)

FIGURE 2. Online order service for Ravintola Royal Mustang (Adapted from pizza-online 2018)

As shown in a figure 2 the restaurant has added its menu in an online food delivering website which is a good way of advertisment and also for marketing. Now in a current day's, time is a very important part of people's life, people are very busy with their working life where they didn't have time for family for trip, shopping, eating. Time have been so vital that if you miss a minute you might end up with a big

loss. To overcome that people have approached with E-shop or Online marketing or E marketing where e-shop is done by customers and e marketing is implemented by marketers. Generally, e-shop is a business-consumer oriented online shopping place where they sell different kinds of goods and services. It uses innovative electronic systems like computer networks and Internet. While E-marketing refers to the marketing of company's goods or services to the consumer through different online marketing tools such as email, social media, DDA, SEO. (Jeremy 2017.) E-marketing is implemented by the marketers to the consumer for shopping, reading or for own company's sale growth or profit margin. Good examples for e-shops are ebay.com, amazon.com, aliexpress.com and many more. In case of many food sector businesses there are food delivery e-shops like pizza-online, ResQ, Wolt and even different grocery shop should provide e-shops for the consumer. E-shops have made human life very easy. If we compare to the physical store its time consuming. In e-shops there are variable choices of products whereas there are limited choices in physical stores and e-shops offer comparatively cheap prices and tons of discounts. E-marketing helps to increase the company's brand whole over the world and growth of customer. (Wills 2014.)
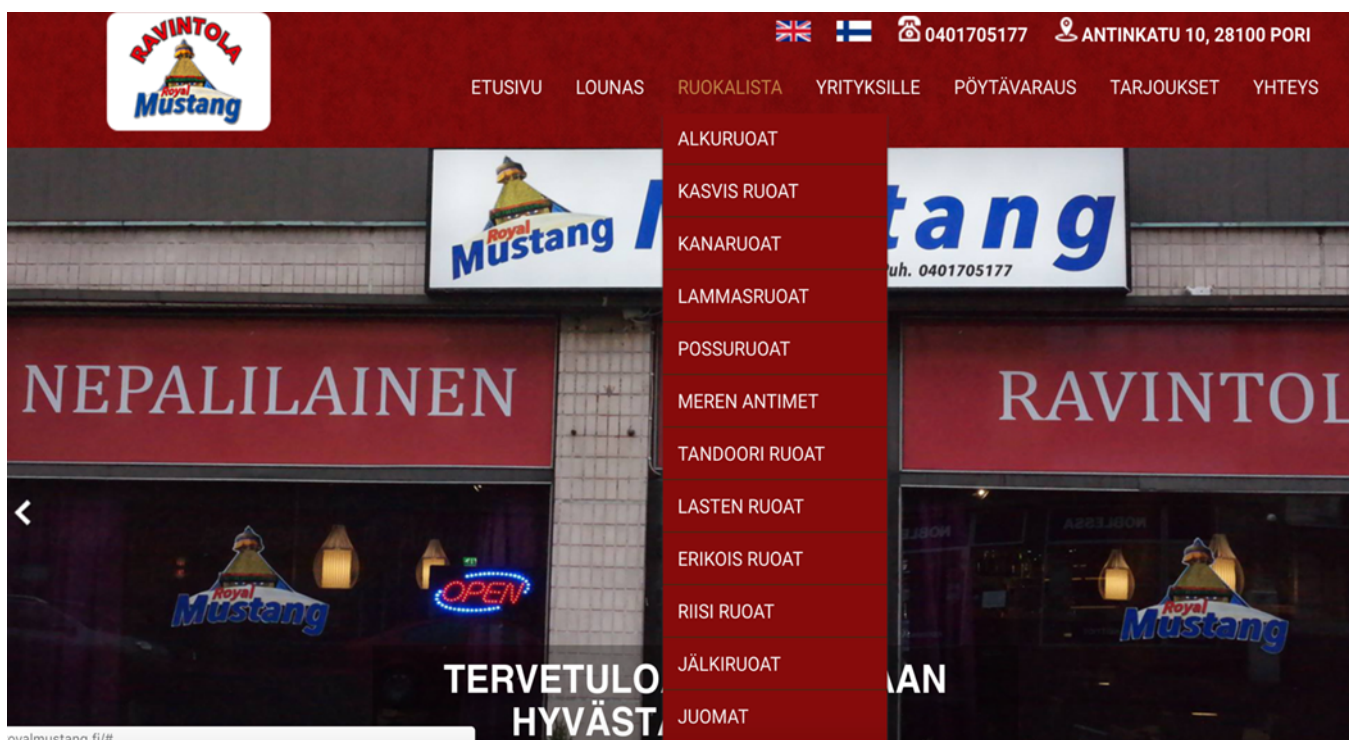
FIGURE 3. Desktop version of Website (Adapted from RoyalMustang 2018)

Although shopping, reading or in any kind of online fields it has been very easy by the help of E-shop. It has revolutionized the way of doing business where consumers use e-shop 24'7 and take the full benefit of it because it is very easy and suitability. The main reason for the consumer to use e-shop is because it is user-friendly, easy and convenient. (Wills 2014.) Therefore, for a good E-marketing it should be

user-friendly so anyone who does not have high knowledge of technology can also use. But first, a company should have its own website and email address and for that a company should have a domain name registered. According to Website.com, the Domain name is simply a unique name and an address where the internet users obtain access to the company's website with its website name. IP addresses are a series of numbers which are hard for a human to remember; therefore, domain names were introduced on internet rather than using IP addresses. Domain name also gives more professional look to the company with its own website and email addresses and it protects from copyrights and trademarks, built creditability, increases brand awareness and search engine positioning. (Mashable 2018.)
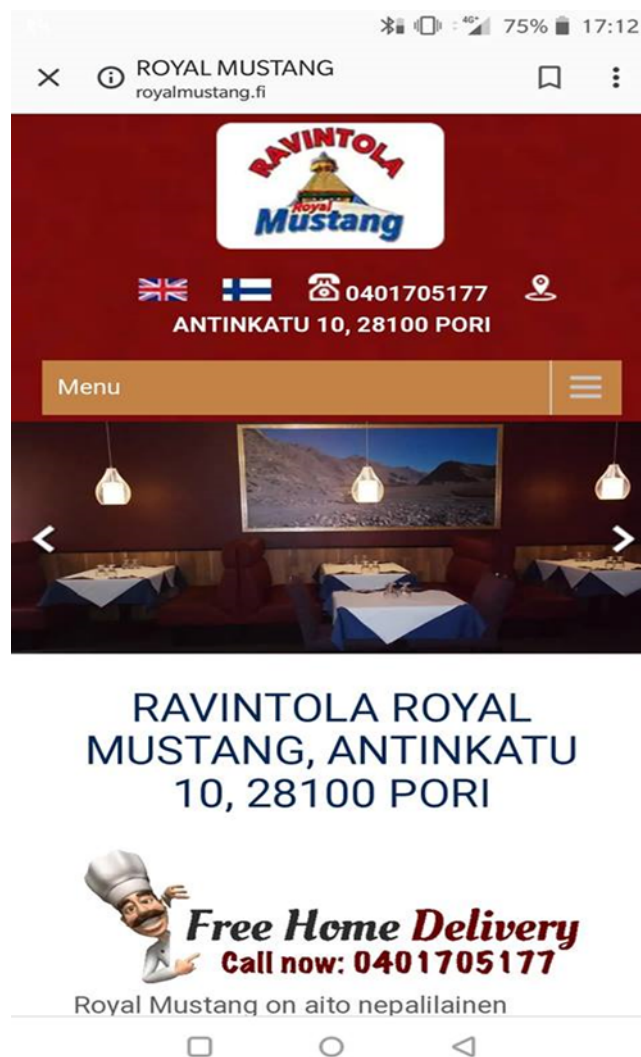
FIGURE 4. Mobile version of website (Adapted from RoyalMustang 2018)

When a company obtains a unique domain name for the website, then the second important phase is to design an easy user-friendly website. Customers these days are very concerned about the visibility, compatibility, user-oriented and information provided on the website. Marketers should focus on the user interface of the website so that it is easy to search from a desktop or mobile. Working class people do

not have much time to be on the computers so it is good to have a mobile version of website or even a mobile application. As shown in the FIGURE 3 & 4 the Royal Mustang has its website compatible for both desktop and phones in user friendly style. (Mashable 2018.)

2.3 Effective Website for Business

For every successful business a business website has an important role for its sale, promotion and growth. When a user wants to know about the company, websites are the easiest way for searching so in other way website is the key for a company's information. Websites are a set of web pages with multimedia content or information with a common domain name, published in a web server which is accessed through public Internet Protocol (IP) network, private Local Area Network (LAN) with the help of Uniform Resource Locator (URL) for identifying the site. A document written in plain text combined with formatted instructions of Hypertext Markup Language (HTML, XHTML), accessed and transported with Hypertext Transfer Protocol (HTTP) which also knows as building blocks of websites are called web pages. Web designing is an overwhelming process, it needs plenty of effort, clear mind and hard work. For a good business website, the important thing to consider is to have a good and catchy URL which will suit the business and easy to remember. (Mashable 2018.)

It is important for a business to have a website access for different platforms and sizes like mobile, tablets and desktop. A website should be design responsive i.e the layout should design in a way so that it can adapt the screen dimensions and no specific platform versions needs to be developed. HTML5 is said to be the best technology. In a digital world, user usually connects with the company through their website and to search people uses kinds of different search engines, so it is important to optimize the website for a better result. By doing it the company gets free search engine visibility and do not need to buy ads. For easy search users uses easy term, so the company's heading and text should be defined using most common terms. (Seravo 2018.) Having most crucial information and contact information is one of the important features of websites for businesses. The crucial information indicates the Main purpose of making a website. The website of any restaurant must have the basic information briefly and all the menus including with its services. The customers visit such websites to check and compare the list of varieties offered. No one will check the restaurant's website again if no menus are listed there. And then comes the contact information and directions which plays a vital part to maintain the sales. The customers mostly search the directions or contact information to call beforehand or to reserve a place. Therefore, the crucial information based on a business must be presented in proper manner on an effective website. (Mashable 2018.)

When the number of mobile users increases, and the amount of wired connection increases the websites might get slow which makes a user irritatied. Users always seek for fast loading, attractive and informative websites, so use of many big files or images may decrease the loading process. Therefore, investing more in speed is a good solution for users to stay on sites longer and return more often and even for higher search engine ranking. The other way to make a business website popular is to integrate social media in the website so that the user can share the content in different social media platforms which is the other way of promoting the website. The website also needs to be updated time to time, either server update or information update. The website must be designed in a easy pattern so that it will be easy to update later on and also it costs less as well. The website designed in complicated pattern takes more time and cost in case the update or some fixing is needed. Therefore, the website design which is easy and less costly to update is recommended so that it can be updated immediately if something comes and it lets to grab the customers' attention for new changes. (Seravo 2018.)

3 DIGITAL MARKETING

Digital in general highlights the electronic technology that generate, stores and processes paperless version which can be accessed from anywhere anytime. The world is moving towards digitalization where all the data of personals and organizations are stored in digital format in several online drives. Marketing basically is the state of promoting any person or business to get popularity for several purposes. Newspapers, television, radio and posters are few main streams used for marketing purposes. Combining the both terms, promoting the business or personal using electronic technology through the internet is known as digital marketing. Making it more official, the marketing approach that involves internet and electronic devices is referred as digital marketing. Social media marketing, mobile marketing, SEO and DDA are the branches where digital marketing is the main tree. (Dodson 2016.)

The popularity of digital marketing has been growing rapidly as the huge number of users on internet has made the world online. It creates an easy path to compete in the market place worldwide by creating opportunities among new audiences. As example, the Uber service was started with small concept in San Francisco and now they are handling more than 5,5 million rides per day and surpassed the value worth of 50 billion dollars within four years after it launched. The online review and recommendations make a vast impact on customer's decision making. The digital marketing process saves loads of cost and time as well. The promotion and campaign can be spread worldwide quickly, and the need of manpower is minimum compared to the traditional marketing. It is also very easy to track and update the requirements in the marketing phase. Facebook, Instagram, LinkedIn, mobile applications and messages through phones, email, Google, Digital display are very commonly used digital marketing tools which helps the business to flourish among customers. (Raychale 2018.)

3.1 Digital marketing vs Traditional marketing

Marketing is essential part in business regardless of the type of business. Every business person from small entrepreneurship to strategic executive's officer from large business organization allocates funds for this activity. The only differences of their fund allocation divides to approach a style of marketing, traditional or digital marketing, depending on their requirements, preferences, purposes and sometimes even perception. Traditional marketing is also known as Old marketing or offline marketing. In corporate world, there are different forms of advertisements and marketing styles that can be seen and heard in daily life. Printing media is one of the traditional marketing styles which includes newsletters, billboards,

flyers and newspaper print advertisements. Likewise, broadcasting, direct mail and telephone are some of the other strategies used in traditional marketing. (Raychale 2018.)

FIGURE 5. Traditional Marketing Style (Adapted from Raychale 2018)

Figure 1 shows the traditional ways of marketing where people are directly connected to radio, prints, and tv. Even the digital marketing is growing rapidly, a lot of marketing is done in traditional way as only about half of the population is not using the internet and mobile phones. Table 1 below shows the main contrasts between traditional and digital marketing which helps to decide the better option of marketing. (Raychale 2018.)

TABLE 1. Digital vs traditional marketing

Digital Marketing	Traditional Marketing
  ➢ High customers interaction ➢ Handy to measure the outcome ➢ Big range of customers ➢ Less expensive and more effective 	 ➢ No customers interaction ➢ Difficult to measure result ➢ Limited range of customers ➢ More expensive and less effective

The investor never knows if the investment did in traditional way of marketing has reached its target customers or not. It is done randomly without precise selection. It is very difficult to measure the impact of traditional marketing due to lack of data. Traditional marketing service providers are also shifting themselves to online medium to generate revenue. Traditional marketing also has very limited range

with very high cost where the digitalization compared with traditional marketing have borderless economy. Therefore, it seems the digital marketing system will occupy the whole corporate world in a coming future leaving the traditional marketing behind. (Hofacker 2018.)

3.2 Digital Marketing Tools

In any successful project, there are several processes and supporting tools that lead the operation. Digital marketing is similar to a project which is mostly related to marketing where internet is the main source and medium. To operate and implement the marketing strategies through internet, there are some tools which play an important role in digital marketing process. Email, mobile application, DDA, SEO and social media are some very important tools of digital marketing process. Without those tools, the digital marketing would not exist. The role and process of digital marketing tools are explained accordingly in this thesis procedure. (Dodson 2016.)

3.2.1 Email Marketing

In very simple terms, the use of email to promote the business and interact with customers is known as email marketing. It helps to cultivate relationships with potential customers, keep the existing customers informed and updated about brand and offer coupons to encourage customer loyalty. It was started so after the birth of internet in commercial world. According to Dodson (2016), email marketing is one of the most successful channels to deliver highly relevant marketing communications to the targeted audience in well-structured and systematic way. Despite being quite old tool of digital marketing, it still is extremely useful as entrepreneurs also argue that it is more important now than before.
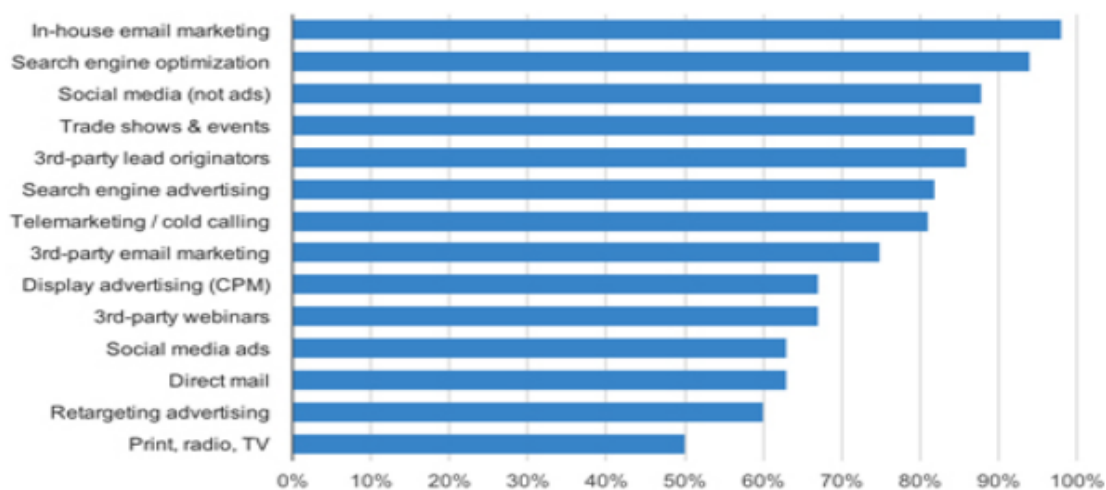

FIGURE 6: Data of email users (adapted from Kayla 2018)

According to the data shown in Figure 6, 94% of the internet users use email instead of Facebook or Twitter and 75% of them prefer email marketing method than other. There are many software and automation tools to conduct email marketing and it is very easy to track the ROI as it agrees to know who has opened the email and who has clicked on the link. Constant contact, Drip, ConvertKit and MailChimp are some popular software used for the email marketing process. There are mainly four process steps of email marketing which is explained in Figure 7 below. (Kayla 2018.)

FIGURE 7. Four-stage of email marketing process (adapted from Dodson 2016, 122)

Every task needs proper steps and process to reach its goal. In case of email marketing, data, design, delivery and discovery are the four vital steps need to be taken for achieving the goal. Data in here refers to the list of subscribers that needs to be created and segmented according to their preference so that the right information would be sent to the right audience. Design implies about the selection of info and procedure for the selected reader so that it could excite them. Most of the emails are sent to spam and deleted without having concern and its due to the lack of actual design for exact target. Delivery is the process of sending the designed email to the audiences. It is also important to know when it should be sent and how many times. For example, email marketing for Christmas in mid-summer will not be ef-

fective even after sending it multiple times. And then the last step, discovery which indicates the out-come and analysis by tracking the process. It helps to motivate in success and revise if the target is not met. (Dodson 2016, 122.)

3.2.2 Digital display advertisements

Nowadays almost everyone around the globe uses the internet for several purposes. There are some ads that are seen multiple times with same information with the search process. Those ads that are designed to display to the audiences are known as digital display advertisement. The digital marketing method that uses display ads appeared on web pages to communicate with target audiences showing relevant commercials according to user profiles is called digital display advertisement (DDA). In this process the marketer knows what the user is exactly searching, and the ads pop up according to the search. This type of ads include logos, maps, pictures or anything that will attract the user when they use the browser. (Dodson 2016, 91.)
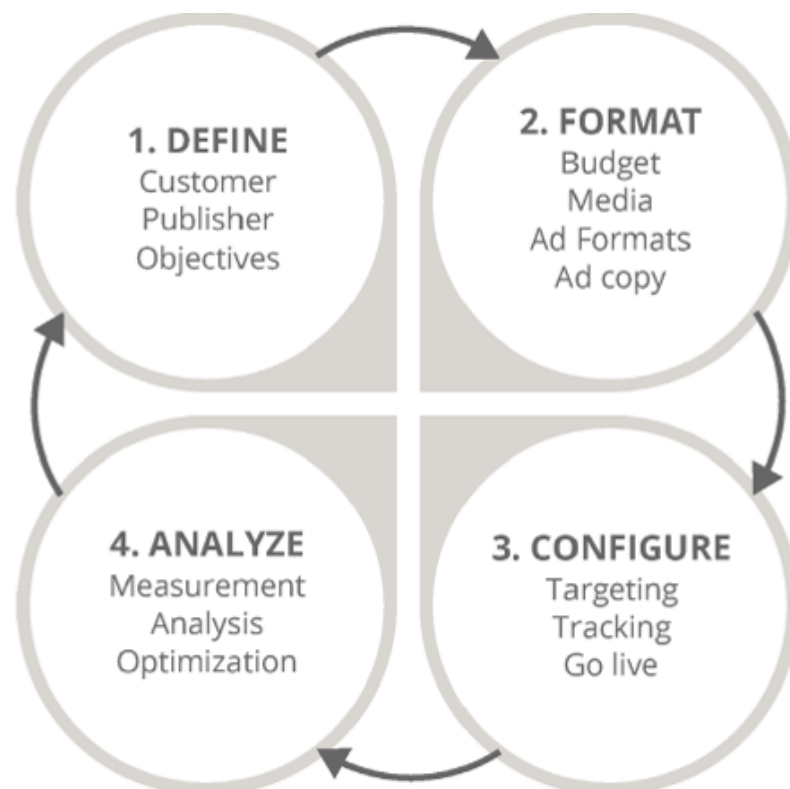

FIGURE 8. Four-stage of DDA (adapted from Dodson 2016, 91)

There are four important steps of digital display advertisement that need to be followed to achieve the intended outcome. Figure 8 explains the different steps to obtain the digital marketing through DDA.

The very first, defining sets the objective for the advertisement. During this step, the audiences are classified based on age, locality, interests so that the displayed ads could be shown to the right user. Then the next step, format of the advertisement which helps to choose the correct creativity that fits to the budget plan and will be attractive to the audiences as well. The configuring process highlights the situation of tracking the ads based on ongoing trends and helps to decide either to improve or maximize the plan. The final step is the analysis of the result where the success of the ads is evaluated and discussed to make a conclusion to prepare in the best and efficient way. This is very common marketing process nowadays and easy to introduce the company or products to the public. (Dodson 2016, 91.)

3.2.3 Mobile marketing

The mobile phones were specially used for basic communication to share or receive the required information. But nowadays using mobile phones is an addiction to people as one cannot spend even few hours without it in general. According to market growth, hundreds of varieties of mobile phones are found with basic to smart features which has totally narrowed down the gap of communication and data transfer in world's economy. It has created great opportunity to the business world to get and monitor the customers. (Dodson 2016, 250.) According to Dodson (2016), "A set of practices that enables organizations to communicate with and engage with their customers in an interactive and relevant manner through with an any mobile phone or network is called mobile marketing".

FIGURE 9. Four-stage of Mobile Marketing Process (adapted from Dodson 2016, 250)

Figure 9 shows the different steps to obtain the mobile marketing. To gain the opportunity, there are four major fundamental steps that need to be applied. The very first step is understanding the opportunity in the market. The number of mobile users is increasing rapidly these days which indicates the high potential to spread and gain more audience. When the opportunity is well observed, then it is time to optimize the process. The mobile optimized web and application development are included in this process. The promotion through mobile applications are becoming very popular nowadays. Pizza-online, Resq and Wolt are some examples where both the business and customers are taking advantages. The next process is advertising where the planned ads are released through several applications to the target customers according to the research done beforehand. After the advertisement is published, the next process is the analysis of the outcome. In this phase, the input cost and output performance are evaluated and analysed if the process was fruitful and efficient or not or if something needs to be updated. For example, many businesses are using My Business Google application where the performance can be tracked of daily or weekly basis. Advertising through applications has captured high shares as the use of desktop is getting older and being replaced by portable devices. (Dodson 2016, 250.)

3.2.4 Search Engine Optimization

Exposure is the great promotion of business these days where internet leads the path. To achieve rapid growth of a business with the help of internet, the Search Engine Optimization (SEO) tool is used. Although there are several marketing methods, the SEO has left them all behind. According to Raychale (2018), 90% of web traffic is generated by search engines, 81% of people indict search engines for analysis before making high purchase decisions and 64% of internet users depend on search engines to decide whether to buy or not. In general, SEO is the set of activities made to gain more visibility on the search engines pages. Also defined as process of refining the website using both on-page and off-page activities to get better rank by search engines. SEO has vast impact on boosting inbound traffic, leading towards more customers, making the site more user friendly and increasing the brand value. The Figure 10 shows the main steps during the SEO process. (Dodson 2016, 7.)
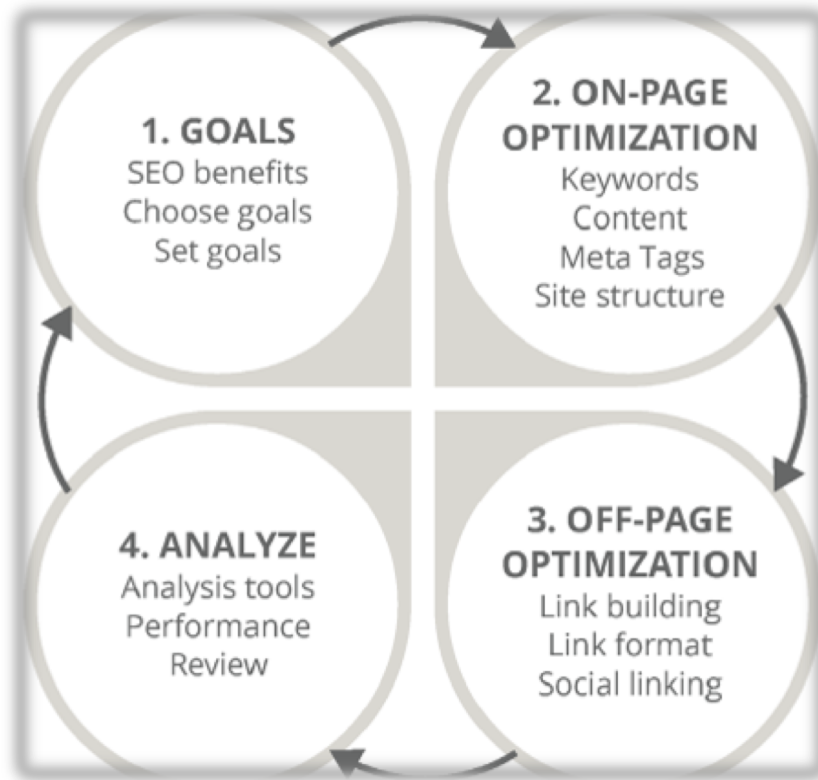
FIGURE 10. Four-stage of SEO Process (adapted from Dodson 2016, 8)

There are four major steps that need to be taken to have successful SEO. The very first step is called goal setting where a clear and realistic goal must be set for the target so that the marketing can reach the right audience. This is also a measured path of digital marketing where a small mistake may lead to high expenses. After having the goal ready, on-page optimization is the step that need to be taken which handles the technical optimization of various elements on the website. It also checks the site structure and the navigation if the pages of site are indexed correctly or not and makes sure the search engine is easily readable and understandable. The third important step is off-page optimization that deals with building a digital footprint and earning online credibility. In this process various techniques are used to manage the website position in natural search results for long term use. After everything is set and released, the last phase comes where the review and analysis are done based on the outcome. This section helps to decide if something needs to be adjusted to improve it more and the process continues in a same way according to new projects. (Dodson 2016, 7.)
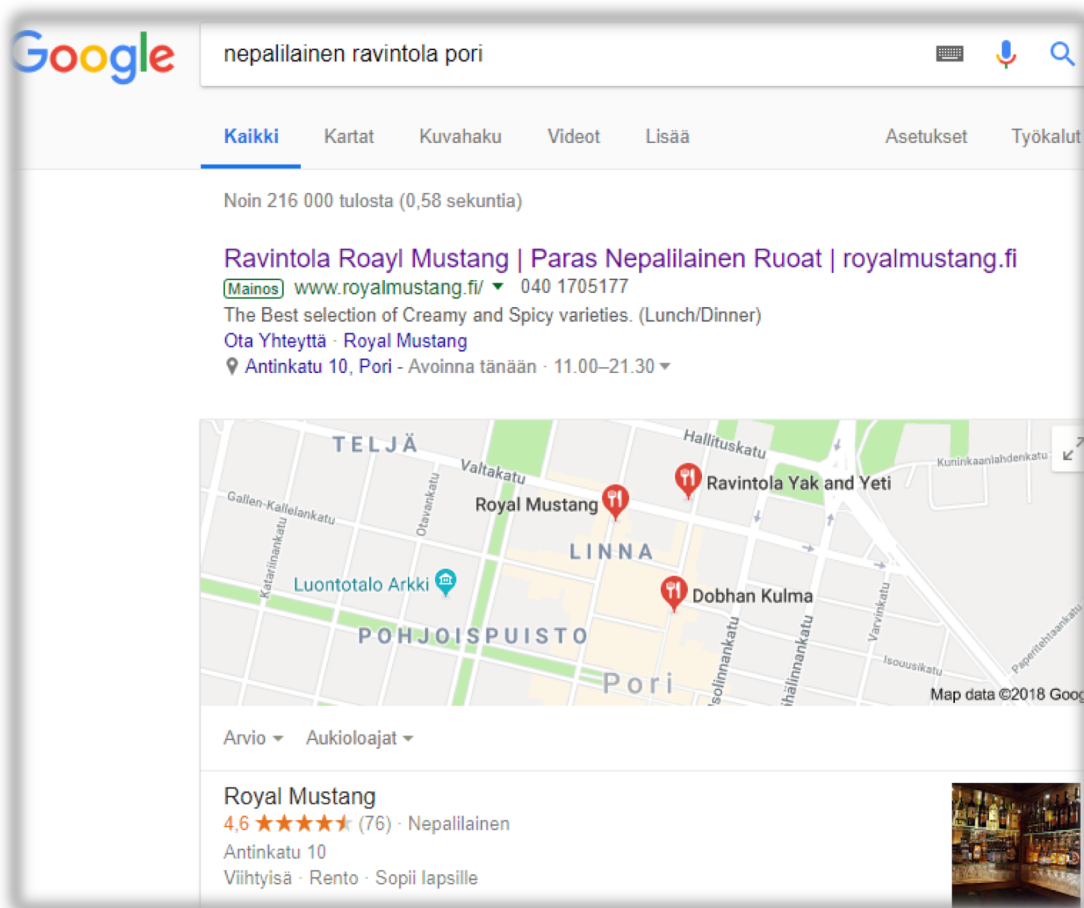
FIGURE 11. Page optimised to get First place in search list

According to SEO data 2018, better data content on the website can drive web traffic up to 2000% where Google occupies the 96% of mobile web search traffic and 94% of total organic web traffic. The Figure 11 shows that the case company has made web design in simple and user-friendly way and the page is optimised with the help of a paid service. As a result, the place and website are listed in the first position during the search which creates the possibilities of getting more customers. (Omnicore 2018.)

3.3 Social media marketing

Social media has been the main concern in today's world. People are highly relying on it for news, jobs, blogs and advertisements. Social media is the best medium to flourish a business in the current market. It is also one of the cheapest and effective mediums for marketing in this current digital world. Therefore, it can be defined as the method of obtaining traffic or attention through all sites that provide radically different social actions (Search Engine Land 2018). According to Hootsuite (2018), Facebook users have been increased by 15% over the years with 2.17 billion users by 2018, Instagram has more than 800 million active users every month where the users uses more than 4.2 million likes per day. Twitter

has more than 330 million active users every month where 74% of users uses this platform for news. YouTube have 1.5 million active users monthly which is also a second most popular in search queries. LinkedIn has more than 260 million active users monthly where there are 20 million companies with 14 million open jobs. (Search Engine Land 2018.)

3.3.1 Facebook

As Facebook is the largest social networking site in this current world there is not a single person who does not know about it. Facebook has brought new revolution to the current world. Facebook has been used as blogs, for educational purposes, hangouts, advertising and many more. It can be used as a vital tool for business. A business can open their business account free where they can place their information like location, opening hours, phone numbers and even now-a-day they can put their account as a pop-up ad on the side of user's profile. (Facebook 2018.) Facebook allow users to post photos, videos, comments, links to the news which contains short videos or live chat and even order food. Facebook history starts from Harvard University as a school-based social network by Mark Zuckerberg along with Edward Saverin in February 2004. It was opened to everyone in 2006 overtaking MySpace as the most popular social network in the world with 2.17 billion users in current statistics. It is user-friendly so a person who don't have any knowledge in technical field can also use it. It can connect with long-lost friends and also become the key for a business for connecting with customers and delivering ads of their products and services. A user can secure their information by customizing their privacy for third-party individuals. (Nations 2018.)

Facebook has been the main key tool for businesses to reach their customers. It also allows to post their pictures and videos of the products or services and company's information, so people can see who have liked the page. People are able to comment, like and even share so that the company gets more popular. (Facebook 2018.) As opening a Facebook business page and updating it is totally free, there has been a problem about its news feed algorithm. When a company updates its news feed the content is shown more towards its friends and family and less for the others who have liked the page. The "Organic reach" of posts published by business has been disbalance by the rise of business pages with the decrease of average number of pages liked per users. An organic reach is content of users where people can see without paying. It was detected declining since 2014, when Facebook was compiling more ad content than news feed space which has made marketers more competitive. But in January 2018, there came a major change in Facebook News feed algorithm where it focused more for connecting people and less about consuming media in isolation. (Bernazzani 2018.)
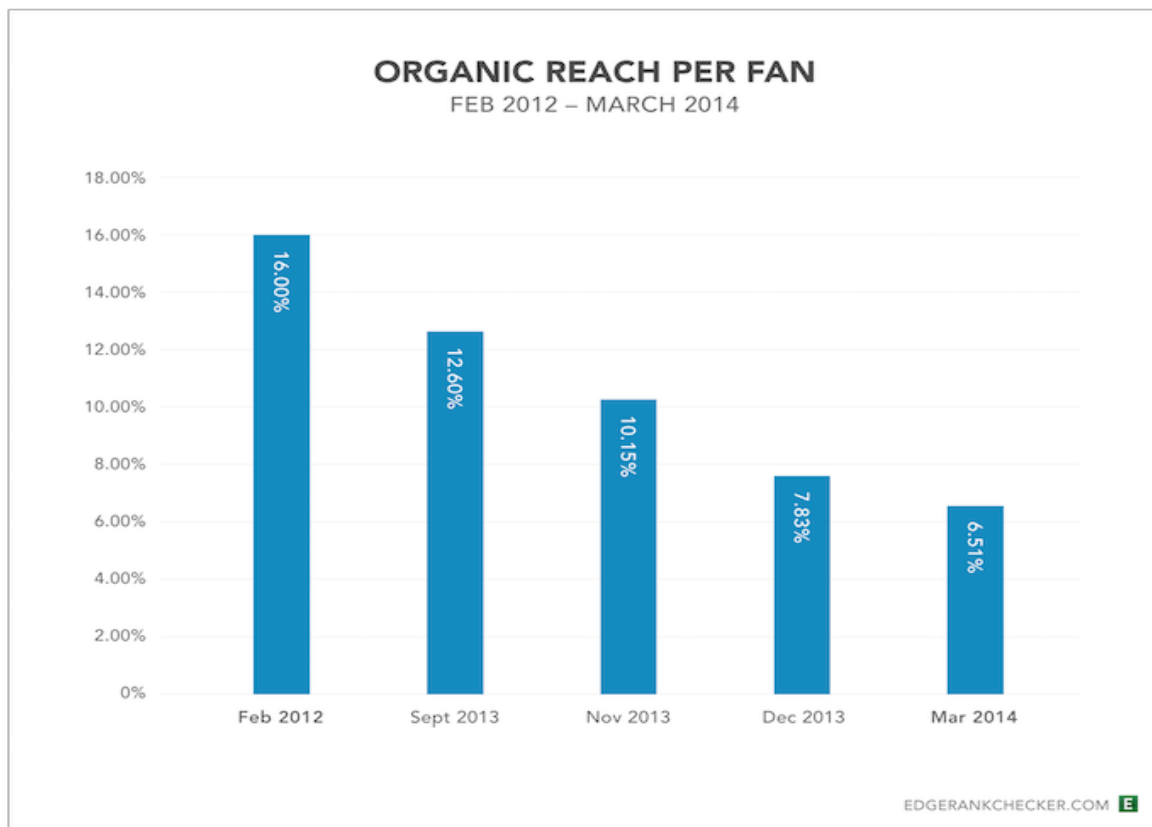
FIGURE 12. Organic Reach per Fan (Bernazzani 2018)

Figure 12 shows the decrease of organic reach starts from the year 2012 to 2014. The research was collected by Edgerank Checker on February 2012 to March 2014. The organic reach for the Facebook pages has crashed down from 16% to 6.5% which implies organic reach might go lower than 2%. That means if a page has 10,000 fans there might be only 650 users looking the page's post in News Feed whereas page obtaining 1 million fans wind-up with 20,000 users based on a 2% figure. Therefore, the solution for the decline of organic reach of a business is to post things that users are likely to share to others. The contents like pictures, videos, texts, shared Instagram pictures or videos can be posted to the business pages and then shared to people who have liked the pages. The other possible way to gain visibility is to boost posts with paid advertising for organic reach as shown by the study, so paid advertisement helps to reach various kinds of users. (Bernazzani 2018.)

3.3.2 Twitter

Twitter is another most popular social media among people with more than 330million active users in a month. People use Twitter to post their tweets, like tweets and retweet their own post. Twitter started in

2006 by co-founder of Twitter Jack Dorsey. It was introduced as a SMS based communication platform among his group of friends where they can tab each other by posting statuses. The first tweet was posted on March 21, 2006 at 9:50pm which read," just setting up my Twitter". (MacArthur 2018.) Many companies, bloggers and celebrities use Twitter for their brand endorsements and gain more followers. For using Twitter, one should understand how it works-tweeting, re-tweeting and liking other tweets are the basic form. It is important to post regularly and engage with people to be active which will make it popular whereas tweeting less means less popularity. Tweeting about latest trending topics and hashtags among the trends and a brand helps to reach more users for a same topic. (Kingston 2013.)

Twitter has become the main source of marketing in this social media world. In Twitter people tweet their links to their blogs, webpages, photographs and also videos. It is categorized as a microblogging tool which distributes short and disconnected messages. Many brands and companies have their Twitter accounts to present themselves to the Twitter community. They tweet about their products, give tips about the use of products which lures the consumer to use them. Continually tweeting makes the brand popular among people and makes the business popular. Many celebrities promote their work and send messages to their followers. Nowadays many brands have started brand endorsing which is also called celebrity branding. Different brands give their product to the popular celebrities. They use them, and they give reviews about the product through Twitter and their followers start using them which makes a business flourishing. Many news businesses use this platform for their news channel to increase their Television Rating Point (TRP). (Kingston 2013.)

3.3.3 Instagram

Instagram is a photo-sharing social media application where users post their photos or small videos and the followers can like it or comment it. It was a start-up idea by Kevin Systrom and Mike Krieger in 2010 which became a million-dollar company which was later bought by Facebook with the amount of 1 billion dollar (Lagorio-Chafkin 2012). The application was first designed for mobile devices but within two years was released for websites also. The application was made for sharing photos and videos which can be seen by the user's followers or anyone using Instagram. Later they released a small story tab where a user's can publish their stories over 24hrs by taping it a small little alike photo bubble on the top of the main feed where story can be visible. (Moreau 2018.) Within 28 months after it was launched, Instagram had more than hundred million users because of its easy-to-use interface. Although it was bought by Facebook in April 2012 the acquisition has improved Instagram's growth and by 2017 the number of users has sky rocked with 700 million users. A business account can also be opened free of

charge, likewise in Facebook but it needs to be connected or created through the Facebook business profile. (Constine 2017.)
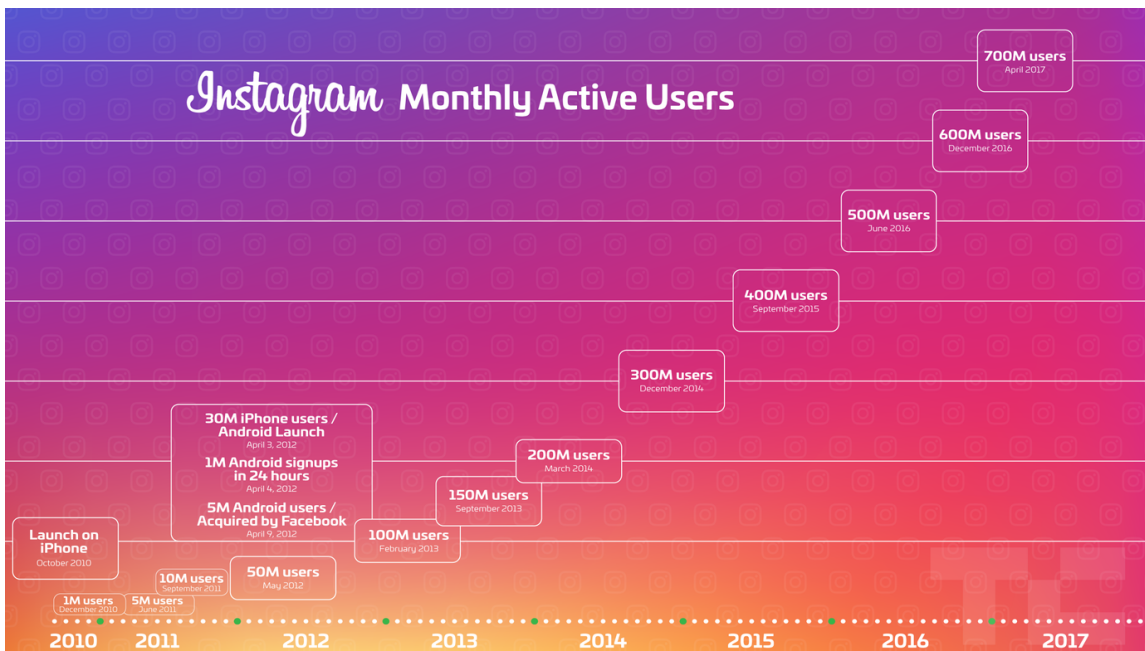

FIGURE 13. The graph showing growth of user (Constine 2017)

FIGURE 13 It can be seen the growth of users from 2010 to 2017. Instagram uses the same algorithm as in Facebook where it uses a few key signals for machine learning where a signal combined and no two feeds are exactly the same (Isaac 2016). While following the same account with interacting the content in different ways the algorithm will make different predictions about the content that are to be seen which means a feed is always unique for a user. Paid advertising is also the best way in Instagram where the platform offers wide range of targeting possibilities. (Newberry 2018.) Instagram has established to be a cheaper, user friendly and efficient platform for marketer. Marketer uses visuals, pictures and shorts messages to gain new audience. Marketers can make a profile for free and access in mobile application as well as in websites. The companies or different brands organise a contest as a marketing policy where users post using hashtags and the winner is announced allowing them to gain more followers and viewers. Promoting the brands with promo codes, featuring the customer and getting involved in an event through it are the marketing ways done by Instagram. (Sprung 2013.)

3.3.4 YouTube

YouTube is a popular video-sharing service where people can like, comment, share and upload their videos. People mostly uses this service for entertainment, learning, live streaming and for advertising. In a current stage YouTube have gained lots of users around the globe. YouTube has more than 1.5million active users monthly. It is the most popular online video site with 4 billion hours of videos watched in a month and 74 hours' worth of videos uploaded in a minute. It also helped career for a famous singer Justin Bieber to Korean pop singer PSY from no one to someone. YouTube was initiated by the former PayPal employees Chad Hurley, Steve Chen and Jawed Karim. Chad Hurley registered the trademarks, logo and domain on Valentine's Day February 14, 2005 and later officially launched the beta on December 15, 2005. The first video was posted by the co-founder Karim a 19second long video with the title of "Me at the Zoo" on April 23, 2005. Later, September 2005, YouTube got its first one million hit video which was by Nike staring the famous footballer Ronaldinho which want viral. That means Nike was the first company to promote their brand. Later, on October 2006 YouTube was sold to Google looking the potential to acquire the video sharing site for 1.65 billion dollars also called "The next step in the evolution of the Internet". Many videos were uploaded later which went viral and earned lots of money. Later, YouTube started to partner with the television industry for live stream, started uploading the music videos, renting movies and pop up ads. (Dickey 2013.)

FIGURE 14. Showing the earning in YouTube (Armstrong 2017)

FIGURE 14 shows the highest earning of a youtubers in 2017 but before knowing the earning it is important to know how youtubers earn from YouTube. YouTube has become a million-dollar industry. Many brands and companies put their advertisement in the videos by which the youtubers get paid per view. This way both the company or brand and youtubers were gaining profit. Google usually pays to the youtuber according to their number of views and subscribers. For youtubers it important to have relevant content in their videos. One should develop a deep research for their videos why people would want to watch. (Agrawal 2017.)

3.3.5 LinkedIn

LinkedIn is an another most popular social media site which was introduced on 5Th May 2003 by Reid Hoffman, the former executive vice president in charge of business and corporate development for Pay-Pal. Later in June 2016, it was acquired by Microsoft with 26.6 billion dollars which was the most expensive purchase to date. (Rouse 2016.) LinkedIn has been growing rapidly in 200 countries with more than 562 million users where 27% of a subscriber are recruiters. This social media mainly focuses for "business" and "grownup". The site is similar to Facebook or other website where the users make their profile and adds their friends and interact with each other, but the only difference with it is it promotes the company and also uses as a tool for recruitment. LinkedIn uses users' background with CVs, past work experiences and education for a company to approach that means the content is more educational and business oriented. Recruitment and Advertising are the two main viewpoints for LinkedIn for advertising similar as other social media sites mentioned earlier. LinkedIn social media site falls in "grey area" of responsibility which means it needs to be treated slightly different than others. As LinkedIn is mainly used for recruiting rather than advertising and customer relations like others that means marking department or social media department in a company might not get to use this site to its maximum. The main advantage of using LinkedIn for a company is because of its cost but now it is possible to have a paid corporate account while one can also have a free account. (LinkedIn 2018.)

There are many negative sides of all the social media sites whether it is in advertisements, configurations, display, visual, even with the platforms they use and in this case with recruitment. In LinkedIn it is very easy to get access with many other social media sites which means the security is not highly maintained while free account holders and paid account holders have limitations in design and content concerning careers. LinkedIn is not popular like Facebook, Instagram or Twitter although LinkedIn has many users, but they are not used as much as other social medias. Advertising in LinkedIn is more complicated than on other social media sites. The main similarities between LinkedIn and the past advertising forms are

about the employment and companies' page websites for jobs and careers but in LinkedIn companies was not able to post more information about their firms so a user had to anyhow go to the company website for detailed information which is the major drawbacks. Also, LinkedIn has a similarity with traditional advertising where people get to learn about career possibilities and the company details through their career pages or company websites. LinkedIn is revolutionary and different than other social media models because it directly connects people finding jobs, advertising for jobs and for companies to hire a new skilful employee. (LinkedIn 2018.)

4 EMPIRICAL STUDY

In this section the introduction about the case company researched where the information mention was based on the interview questions. What is the name of your business and where is it located, could you mention your business hours and services in brief was asked about the company. Also, how long have you been doing this business, how was your initial turnover and experience, have you ever used traditional method of marketing, like newspaper or tv, how did you come up with the idea of digital marketing and how did you start, were asked as marketing tools. Likewise, what the major tools are used and how was the impact on business after using digital marketing tools were some major questions asked to the owner during the interview.

Ravintola Royal Mustang was established in January 2017 in the centre of Pori. They serve authentic Nepalese food in the heart of Pori at Antinkatu 10. They are open seven days a week. In the weekdays the place is open from 11 am to 9:30 pm where 11 am to 3 pm is lunch hour. On Saturdays and Sundays, they are open from 12 to 10 pm and 12 to 8pm respectively. The place will be opened during night as well in the weekends as the preparations are going on. Mr. Shah Kapil is the owner of the place and he is a Nepalese citizen doing business in Finland. The business was started with 2 employees where the owner himself was one. Now there are four full-time employees and two part-time employees. All the employees are from Nepal which helps to maintain the Nepalese work environment and quality of the product offered to the customers. Due to the online trend, the bookkeeping, accounting, taxation and all the billings are done digitally which also had a positive impact on cost saving and good achievement.

They are always delighted to prepare all kinds of Nepalese cuisine as per customer's preference. They offer vegetable items, chicken, lamb, pork and fish dishes including seafood too. Their vision towards customers is "Your taste is our concern and your satisfaction are our ambition". The stocks are ordered from Helsinki because in Pori the products used in Nepalese cuisine are not found. They have successfully maintained the reputation of the place as one of the best for quality and services. They received a certificate of excellency from Evira for healthy environment and proper management. The owner has made very strict regulation of following the customers' feedback seriously both from the restaurant or online that led to maintain the customers' loyalty. When the number of customers grows to the optimum level, it allows the firm to enjoy the process of economies of the scale that generated high profit.

They offer best lunch package at reasonable price on weekdays from 11am to 3 pm. Take away and free delivery is also possible even during the lunch hours. The modern online facility is utilized quite well as

all the food lists and related information are available on their website and Facebook page, too. They also serve various Nepalese and other soft drinks, beers and hard drinks too. The customers can order either online or by calling. The reservations for big groups are also possible and the orders for big parties are also taken and delivered to the address on agreed time. The market share of online orders is more than 30% of total sales. There were several questions asked about the development of marketing. The questions were asked to analyse the output and growth level of business with the help of digital marketing. To analyse the current output, the research process was applied which was used as a guideline of analysis. (Mcleod 2017.)

It is very common to conduct research to find out answers to several questions according to the profession. Research creates a systematic path to collect the required data for related purpose. In early stage of research process, few questions are designed that lead to the selection of appropriate method needed. Research can be done both electronically and non-electronically while the online method is receiving popularity nowadays. Overall, research is the journey to unknown from known with various sets of knowledge and skills. There are multiple reasons of conducting research. Market competition, decision-making, employee motivations, customer satisfaction, changing trends in market are some most common issues in business environment where research is frequently applied. (DeFranzo 2011.)

Qualitative research helps to analyse and understand social life through the study of targeted mass of people by interpreting the collected non-numerical data. It can also be referred as social science research. Empirical material, case studies, previous findings, subjective experiences, situational observation and visual texts are involved during the process of qualitative research. Making decision through qualitative research is quite complicated as it relates to human behaviour which varies person to person in practical life. Interviews with individuals, group discussion and observations are some examples of qualitative research. The quantitative research is a technique to gather information from existing and potential providers using methods like sampling, online surveys, online polls and questionnaires, where the result is analysed using statistical methods. Results produced with the help of quantitative research are usually in numerical form and after careful analysis of those numbers, it allows the way to predict the future of a product or service and make changes accordingly. (Mcleod 2017.)

Every research is done for some specific purpose and specific set of knowledge and skills are needed to conduct it successfully. Applying various set of techniques to collect and analyse the date for any outcome can be said as research method. Observation, making notes, interviewing the related ones are some popular stages of research method. The outcomes can be analysed in two ways. Firstly, if the findings

are summarized based on empirical evidence, the research is called an induction method and if the conclusions are made based on theoretical logic, it is called deduction. Research methods are divided to Descriptive and analytical, applied and fundamental, quantitative and qualitative, conceptual and empirical. Among those the quantitative and qualitative research method is applied for findings for this thesis purpose. (Mcleod 2017.)

Data for the research purpose is known as the raw materials needed for processing the outcome. It is one of the most important aspects of the research process. Data collection is the process of collecting the information from various sources for a specific purpose. In the data collection process, the researcher needs to decide beforehand which data to collect, how to collect it, when to collect it and how to proceed. In most cases, data is collected from two types of source for the research purpose; the primary data source and secondary data source. Primary source of data reflects the original data collected by the researcher for the aim of the research. It is also known as first hand data, which are not published anywhere. In contrast it is costly and time consuming. Different surveys, interviews, questionnaires and live observations are some examples of primary source of data. Secondary source of data are those data, which is already published by someone else. The user has no idea of its origin or its purpose. It is also called second hand data. The secondary data can be easily obtained from literature, compilations, surveys, journals and publications. Sales report, annual reports, printed books, newspapers and internet are some main sources of secondary data. (DeFranzo 2011.)

Among the quantitative and qualitative methods, the qualitative research method was applied during this thesis process. The owner of Royal Mustang was interviewed individually, and the key points of discussion were the utilization of digital marketing process where the Royal Mustang has achieved success within short period of time. And if the multiple digital marketing tools were applied. The response was based on the output and experience which was analysed without any numerical statistics. The list of questions is enclosed in the thesis. The numerical data used was the annual revenue report which reflects the changes in output. In the process of gathering data, both the primary source and secondary source were utilized. Relating to primary source, the author has collected the responses by himself through face-to-face meeting with the owner. The author has used numerous amount of literature, journals, articles and thesis completed by other authors related to the similar topic and for empirical study the company's income statements was checked to understand the exact point of changes.

Reliability and validity are very essential issue for the research purpose as it creates impact on the findings, recommendations and conclusions. Reliability reflects the consistency of the outcome in research, or in other words the result should be similar or same after every attempt under the same condition. The

result would be valueless if it is processed without any scientific research method. The reader must be convinced that the output derived from the project are valid. Validity refers to the measurement of believability in the research. It identifies if the score or findings are genuine or not by checking the process if it is done in correct way or not. (Mcleod 2017.) According to the purpose of this study, the research questions were designed in very realistic way and the answers were collected directly from the main source (owner) which implies the outcome carries the reliability and validity within. The output analysis will remain same each time as the response about the change due to digital marketing remains steady and the response was checked and confirmed through the report as well.

From start up till now, the company has always utilized several digital marketing tools to promote the business. In very early stage, the traditional marketing technique was applied where 25,000 pcs of printed poster and 20,000 visiting cards were distributed through different newspaper delivering agencies. The project was not effective spending on such advertisements. There was almost no change in sales and rate of customers. Then the digital method was applied for the same purpose where the social media and SEO was the major path. Many advertisements were used through Facebook, Instagram, Trip Advisor and Google. The website was also optimized to reach more audiences. The effect of digital marketing was quite visible after a few days. The main impacts are described below accordingly.

4.1 Sales turnover growth rate

Digital Marketing approach was implemented when its concept and impacts were studied by the owner. In the process, the official website www.royalmustang.fi was made with very easy user interface for both desktop and mobiles. The contract with pizza-online was made for online order and delivery process. The contract with "Satakunnan vikko" was made where the lunch menus were advertised on their website www.lounaspori.fi. There are almost 30,000 users of this website. The contract with Wolt and ResQ club was made to receive more orders online. The service from E-passi, Edenred and Smartum were activated where the customers were able to pay through their phones. The advertisement on Facebook, Instagram and Google were done frequently to grab the customer's attention.
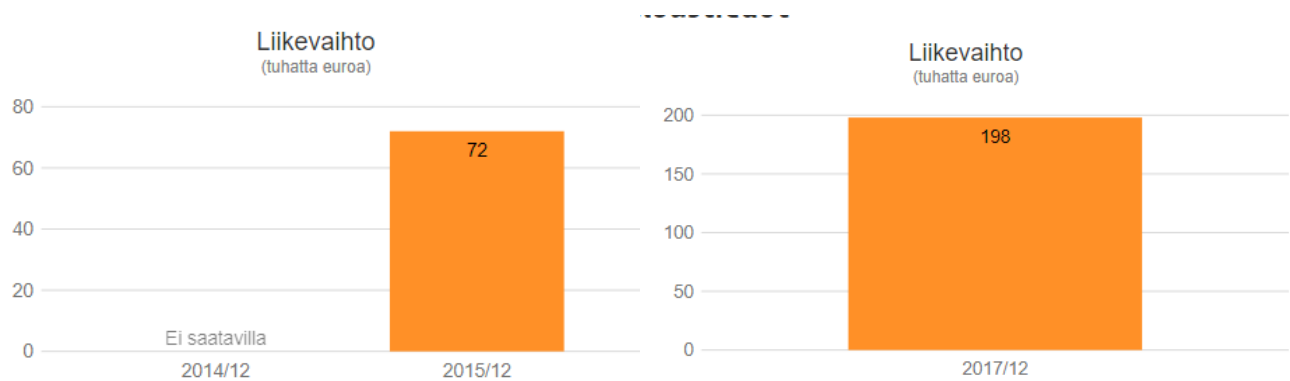
FIGURE 15. Sales in 2015 and 2017

As the digital marketing was done very well, many new customers were attracted and per day sales was positively increased. Mostly in Finland, people like to taste new products at least once if its new for them and this was very fruitful opportunity for the management. They served their best to the new and existing customers that created many new loyal and regular customers. The company had also promoted the free delivery service that added many new customers in the area. Therefore, it was clear in rise in sale turnover. The sales in Feb 2017 was increased by 120%, and in March by 400% and in April by 600% as shown in Figure 15. Currently, the overall growth rate is approximately 300% compared to year 2015 and 2017 which indicates the sales grows positively.

4.2 Positive feedback and popularity

In current restaurant business, the customer's feedback plays a vital role for the restaurant's survival as it has a direct impact on decision making power of new possible customers. The business with many negative reviews may led to bankruptcy after a while due to lack of sales. After the digital marketing was adapted, the management has managed the service and quality in outstanding manner and received very positive feedback from their own and new customers. Facebook, Google, Trip advisor, Pizza/online are some major path for customers and they are full of 5 stars and praising the food and service. Feedbacks was also received through email and text messages which was unexpected. The customers shared their experience very openly which effects both marketing and motivation for the business and employees. After the customers started to share their positive experience through electronic media, the place began to gain more popularity in Pori region and currently it is a well-known place in the Pori area for the best Nepalese food and services. Figure 16 shows few samples of feedback below.

FIGURE 16. Evaluations of customers

The aim of the business is to focus on those customers as well who would not wish to visit the restaurant. And it also includes the plan to change the customers' taste from pizza and kebab to real food at their home too. The solution established through digital mobile application (Pizza Online) as free home delivery service where the customers will at least try once. As a result, the market share of delivery is more than 33% with many new customers each week. The food is delivered fresh and warm when receiving to customers' door without delivery charge and all deliveries can be tracked online anytime. The company has also started order service through Wolt where the customers can order from their home and the Wolt carrier service will deliver the food in estimated time. The idea of attracting the customers through every possible medium increases the volume of sales and popularity in the region which leads the company on the path towards success.

4.3 Expansion and new employment

Expansion of business is the stage where companies decide to extend their product and service after they reach the target level in certain area. One of the negative factors of Royal Mustang is small space for operation. There are only 30 seats inside and many customers must wait or return due to lack of place. Now the company has decided to expand its branch with bigger space where they can serve more customers with new facilities. According to the owner, the deal is almost done for the new place and will be started this summer. It seems that the company has grown well enough to get confidence for expansion in the new place and many digital campaigns are in the process for the new place as well. In Kokkola there is no Nepalese fine dining restaurant with good potential customers and the owner is planning to have one branch in here as well. Each business starts with some employees while Royal Mustang started with 2 employees. Due to its growth with the help of digital marketing tools, currently there are 4 employees and more vacancies are still open. The next vision is to open also during the nights in the weekends that leads to the demand of more employees. Overall, Royal Mustang has created more employment opportunities that contribute to the society for short term and long-term growth and digitalization has proved its importance in the food business.

4.4 Easy tracking

Handy tracking facility is one of the most important and useful tools designed in digital marketing process. The tracking system allows to attain information about overall conversion rate, number of subscribers, cost per conversion and visitors from organic search. It also helps to analyze moreover the given ads were good enough to grab the target or if any update is needed. Nowadays all the desktop and mobile applications have tracking tools which help the firm to make decision for further next implementation by calculating the cost and output rate. Facebook, Google, Trip advisor, Pizza-online, Resq, Wolt and other tools as well have own tracking methods which is shown after any ads are published. It shows the time frame, the cost and the rate of customers who have seen or clicked the ads. Figure 17 is a sample which shows the data of Royal Mustang tracked by Facebook ads and Google ads. It also shows the changes from last period if the post engagement is increased or decreased. After having this data analyzed, the entrepreneur can easily predict and decide about the next plan.
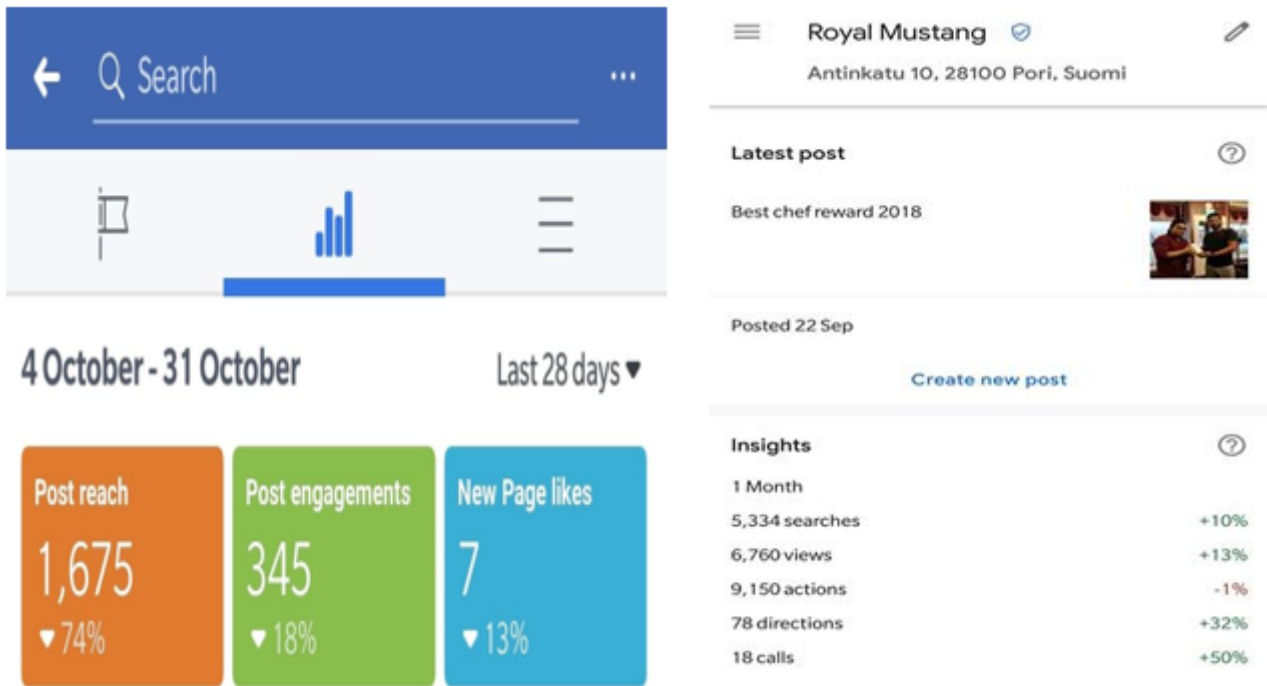
FIGURE 17. Tracking of Customer's Engagement (adapted from Royal Mustang 2018)

5 CONCLUSION

Based on the study done for this thesis, the outcomes indicated that digital marketing has made huge impact on food business in the current market. The study also proved that spending money is not the only way of marketing or promotion. Spending suitable amount of money on right track gives better output than exploring randomly. In context of business promotion in current market, the idea of spending bulk amount of investment on traditional method is not recommended at all where there is no visibility of impact. As the users of internet are growing extremely, investing on digital marketing tools will be very wise decision to promote and flourish the business. The main digital marketing tools applied by the restaurant business are social media, SEO and mobile applications. Facebook, Instagram, Google, Trip Advisor, ResQ and pizza online mobile application and a company's website and the optimized site "lounas pori" are some major mediums that are highly emphasized by the owner mentioning as very fruitful.

Summing up, it can be concluded that the importance level of the digital marketing in food business, particularly in restaurant sector, is very demanding these days and will be more in the coming future as virtual world is overtaking the traditional methods. The new companies must take action immediately to promote themselves digitally for survival. The marketing and service through digital marketing procedure also makes the work process easy by saving the data online that reduces the risk of miscalculation. Right decision of adapting digital marketing process on time leads to the desired direction of the business and the management should not delay more on this issue which may cost a large number to recover. The future of shopping world is getting virtual and broad that enables both the entrepreneur and customers to expand their choices and varieties according to their needs.

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Appendix

1. What is the name of your business and where is it located?

   - The name of operating company is S & K Foods Oy which is in Antinkatu 10, 28100, Pori. The name of operating place is Royal Mustang.

2. Could you mention your business hours and services in brief?

   - In weekdays we are open from 11:00 to 21:30 and in weekends from 12:00 to 22:00 on Saturday and 12:00 to 20:00 on Sundays. Mainly we serve lunch and dinners of Nepalese style. We also provide free delivery service in Pori area.

3. How long have you been doing this business?

   - The business was stated in January 2017.

4. How was your initial turnover and experience?

   - The initial turnover rate was very low than expected and no marketing were done beforehand. It was a bit frustrating.

5. Have you ever used traditional method of marketing, like newspaper or tv?

   - Yes, we had distributed 30000 paper advertisement and 20000 visiting cards with multiple offers for lunch and dinners.

6. How was your experience with that?

   - Well, it was very costly as it includes the cost of designing, printing and delivering. And the output was almost nothing. It makes me feel of making wrong decision. The Advertisement in local newspaper has helped a bit.

7. How did you come up with the idea of digital marketing and how did you start?

   - I saw many ads in my own emails and social media sites that leads me to think of implementing the digital marketing strategy. I contacted Mountsoft Oy for web design and SEO including social media marketing.

8. What are the major tools you have used?

   - SEO, Social media and mobile applications were the main marketing tools utilized.

9. How was the impact on business after using digital marketing tools?

   - The cost was very less compared to traditional marketing. The positive impact was visible, and I was unable to track all the cost and output rate for each promotion.

10. Will you recommend this to others?

- Yes. I highly recommend to all the new entrepreneurs and existing ones to utilize the benefits of digital marketing for the growth of business.

11. What is your long-term plan related to marketing process?

- Next, my plan is to learn more deeply about managing and implementing the tools by myself so that it saves a lot of time and cost. we are planning to design our own app where the customers can make orders and share their reviews.

12. How did you manage to obtain the domain name and user-friendly website design?

- Well, The Domain name and website designing was done with the help of MountSoft Oy. It was a paid contract.