

# Exploring marketing practices for restaurant's social media recognition

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<p>This work is a research-based thesis with an aim to explore marketing methods to increase awareness of a restaurant.</p> <p>It is written in a cooperation with a local Finnish restaurant called Fryysarinranta. After a long time of relying on traditional marketing, the business is ready to invest into social media and seeks knowledge about marketing possibilities on the market of 2020.</p> <p>In order to provide personalised recommendation, a qualitative research, secondary research and competitor analysis are conducted. Each section is evaluated and combined into final suggestions that can further be included into a marketing strategy plan.</p>	
<b>Keywords</b> Marketing methods, Social media, Restaurant, Marketing review	

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# 1 Introduction

It is a research-based thesis with an objective of exploring a number of marketing practices of today that can later be recommended to commissioner. The following document pursues the goal of delivering knowledge about marketing practices to a local restaurant Fryysarinranta. The need for such material comes from the recent changes due to Covid-19 pandemic that has influenced a lot of businesses, along with restaurant industry. Fryysarinranta aims to increase its online presence in order to conduct marketing procedures there, and so this thesis serves as a guide into marketing methods that can be considered by a business for establishing oneself in today's digital market.

Delimitations of this work include inability to apply discussed methodologies in real life. This thesis is informational and gives recommendations for a marketing strategy development. Because of that, there is no way to measure the real impact of argued marketing tactics offered in this material.

Thesis is structured in a gradual manner, with far-reaching theory section, so it is approachable for readers with any social media knowledge. After getting acquainted with relevant theoretical concepts, research part explains which methods of collecting data were used. Followed by research methodology, author reviews the results of an audit and shares them in conclusion. List of bibliography that supports this thesis work can be found under "References" section.

## **2 Social Media**

A site on the internet where people communicate, create and exchange information is called social media. Despite commonly known Facebook, Twitter or Instagram, a platform with any type of user interaction is considered a social media. Companies join it to connect with their existing customers and attract new potential ones. On top of that, businesses can hire new staff, look out for current trends and even place their products/services on social media platforms. (Marshall, 2018)

Social media is the easiest way for businesses to engage with their customers and reach out to more prospects. Every month almost 1,6 billion people access Facebook, over 305 million users are actively engaging on Twitter, Instagram has nearly 400 million active users and the numbers are growing rapidly. One survey revealed that 92 percent of US companies find social media marketing crucial for their business. (Kotler & Armstrong, 2018)

### **2.1 Social Media Platforms**

Social media networks are digital communities that connect people and let them create, share and interact with different sorts of information. Online platforms gather people with specific interests and needs. By knowing channel preferences and behaviour of specific consumer demographics, brands can apply that knowledge in their marketing purposes. (Jobber & Ellis-Chadwick 2020, 520-522.)

ABC approach is a way to choose the right social media channels for a brand to exist on. The abbreviation stands for A - audience, B – brand and C – campaign. First step of the framework is to determine audience types and their characteristics. Based on that, brand creates personas to engage with. Next step is to build an online presence and explain it. It is about providing content that consumers value and engaging actively with topics that people care about. Current step is time-consuming and requires investment in order to create an impact. Final step is to involve campaign objectives into social media activity. This step is about boosting the volumes of brand awareness and generating leads. (Ather-ton 2020, 109-112.)

According to the limitations of this thesis, only social platforms reviewed will be Facebook, Instagram, LinkedIn and YouTube. The choice of platforms is relevant to the commissioning company and has value for their marketing intents.

### **2.1.1 Facebook**

Originally created for keeping in touch with university peers by Mark Zuckerberg, Facebook expanded globally and became a platform connecting friends and people from all over the world. Small companies and big brands use Facebook to engage with their consumers in real time and to build new relationships. (Coles 2018, 31-33.)

Newberry (2019b) claims that Facebook is the biggest social network in the world, counting over 2,4 billion monthly users, 90 million of which are small businesses. She emphasises that 74 percent of users log in daily and the only two other platforms that outpace Facebook are Google and YouTube.

### **2.1.2 Instagram**

Instagram is a Facebook-owned platform for sharing photo and video content that users engage with. Businesses use the channel to expose themselves and their product by means of marketing practices, including Instagram Ads, Live Stories and more. (Coles 2018, 121.)

Newberry (2019a) points out that 1 billion users access Instagram every month and 500 million check Instagram Stories daily. She mentions that every day 200 million users visit at least 1 business profile on Instagram and that users' gender difference is almost equal. Author claims that Instagram's potential audience reach is close to 850 million.

### **2.1.3 LinkedIn**

LinkedIn is a platform where individuals and companies connect for professional purposes. LinkedIn allows its users to stay in touch with and enrich their networks for a variety of opportunities. Using LinkedIn is building a personal brand by compiling all the information in order, in one place. Besides, this channel is a useful business tool for companies. Connecting with prospects over LinkedIn brings in a level of trust and confidence in doing business with a certain someone. (Serdula 2020, 11-12.)

As of 2020, LinkedIn counts 675 million users per month with 57 percent of audience being males and 43 percent – females. Roughly 30 million companies are on LinkedIn and most of them are doing B2B (Business-to-business) marketing on the platform. (Cooper 2020a.)

### 2.1.4 YouTube

Started in 2005, YouTube is the second largest browser in the world after Google. It is a place to create and watch video content, express opinions and more. Internet users do not need an account to access videos on YouTube, which gives this platform a major visibility. (Puthussery 2020.)

According to one of the latest statistics, YouTube gets 2 billion users on a monthly basis. Around 500 hours of video is uploaded every minute to the platform and, as a matter of fact, nearly 70 percent of what users see in their feed is determined by YouTube's own algorithm. Mobile views extensively outweigh the desktop ones, however, viewing YouTube videos via a TV screen grew by almost 40 percent in the recent years. (Cooper 2020b.)

## 2.2 Online Communication and Customer Engagement

When brand goes online to connect with consumers, it ought to keep in mind what exactly does it want to communicate. Generally, there are four communication objectives for a business online. Awareness is the first objective, as internet gives company endless opportunities to expose itself and help consumers discover it. Second objective is engagement, which leads to a certain level of trust and deeper relationship between brand and consumer. Next, brand tries to shift existing connection into a conversion, which is the ultimate goal company invests its time and resources into. Consumers do not always make a purchase right away, so it is crucial to remind them about the brand in order to convince the prospect. However, closing a deal is not the final step, as customer will need assistance with certain issues and brand will want to be there to provide post-purchase experience. (Fahy & Jobber 2019, 332-334.)



Figure 1. How consumers engage with content on social media. (Atherton 2020, 26)

Customer engagement is a relationship between the brand and its consumer. It reflects the importance and consistency of the connection and is done via various channels, including digital. As for social media engagement, it describes user's reaction towards company's content. Reactions divide into passive and meaningful, where passive could be a like and meaningful – a comment with a question. With more meaningful interactions, company builds up their customer engagement. And according to the studies conducted in 2018, well engaged customers make up for 23 percent of profit gain. Forrester Analytics Consumer Technographics® held a survey to learn activity types that customers undergo on social media, and the visual is illustrated on Figure 1. (Atherton 2020, 23-27.)

### 2.3 Social Media Marketing

Marketing is a business practice with a two-piece goal. Brand attracts new customers by promising exceptional value and engages with existing customer base by delivering satisfaction to them. Traditional marketing reaches out to the masses by means of TV ads or magazines, while social media marketing is about reaching people directly and interacting with them digitally. Example of social media marketing are hosting a Facebook contest to generate engagement or sharing informative content within brand's field to interest the readers. (Kotler & Armstrong 2019.)

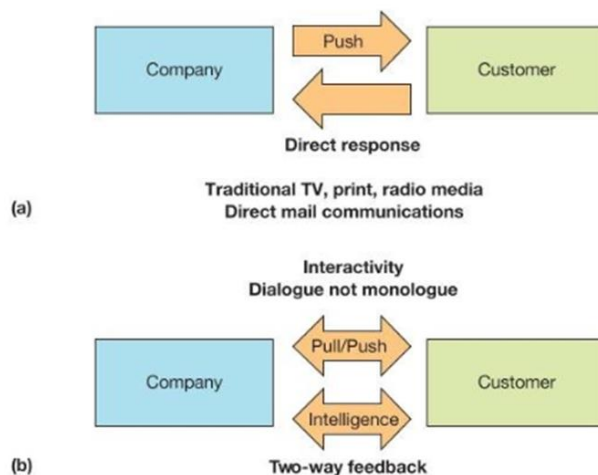


Figure 2. Summary of communication models for (a) traditional media, (b) new media (Chaffey 2019, 30)

Figure 2(a) illustrates the way traditional marketing, also known as push media, mainly operates. Consumer is able to get in contact with the company through a direct response such as a phone call or an email. On the other hand, there is a relatively new concept



known as inbound marketing, that gives consumer power to initiate conversations, search for information about the company and engage with the brand by responding to what it shares online. (Chaffey 2019, 30-31.)

## **2.4 Advantages and Disadvantages of Social Media Marketing**

Social media is beneficial for businesses' marketing practices. Firstly, it allows to create and communicate personalised messages to targeted customers and customer groups. Secondly, social media space is interactive. It gives business an opportunity to engage with customers in discussions and read feedback to learn and develop from. Next asset of social media is that it is immediate and happens in real time, meaning that businesses can join the trending topics as they appear. Regarding budget, social media is cost-effective. It is useful for small- and mid-sized companies. Generally, return on investment from social media is higher than from traditional marketing like television or a newspaper. Another plus of social media is sharing capability. It encourages customer engagement with the brands as well as expressing thoughts and experiences with the rest of an online community. (Kotler & Armstrong 2019.)

Among social media marketing cons, it is relatively new space for businesses to operate in, and so it is challenging to use it effectively. Moreover, results of online marketing are not easy to measure or analyse. Another issue for businesses on social media is user control on social networks. Brand's content is sensitive to backlash and other forms of unpredictable feedback. Instead of pushing their message through, brands need to earn the right to be a part of consumers' online experience. (Kotler & Armstrong 2019.)

## **2.5 Content Marketing**

Content marketing is a form of an inbound marketing, which is intended to increase engagement with consumers by sharing interesting content with them and engaging in a conversation to build a stronger bond with existing and future consumers. (Atherton 2020, 86-89.)

Content reflecting reader's needs and utilising the right keywords has better chances of reaching the target audience. Along with that, shared content needs to be showcasing brand's values and needs to comply with communication objectives that company is aiming to achieve. Content that has been created and shared online about company's certain product or brand is called user-generated content. It has higher levels of trust and realness, and so can work as a separate means of marketing. (Jobber & Ellis-Chadwick 2020, 540.)

## 2.6 Video marketing

Smart Insights (2020) discusses the importance of video marketing for increasing the reputation online and sales in general. According to the article, it is statistically proven that video content resonates with users on a deeper scale and brings better results in marketing practices.

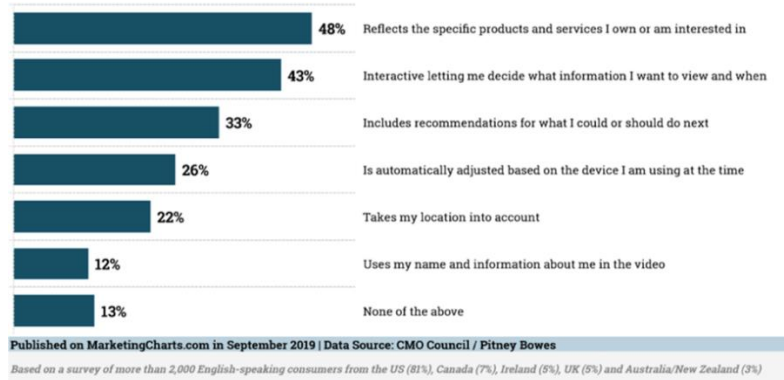


Figure 3. Top online video qualities for consumers' decision-making (Smart Insights 2020)

According to statistics shown on Figure 3, majority of online consumers want to see personalized videos only and interact with those videos based on their needs.

## 2.7 Advertising

Kotler & Armstrong (2019, 452-453) describe advertising as a marketing step that consists of promoting certain information for money to a chosen target group and within a set timeframe. Authors highlight the fact that any entity can use advertising depending on their goals. As Figure 4 shows, there is a number of possible intentions for advertising.

Informative Advertising	
Communicating customer value	Suggesting new uses for a product
Building a brand and company image	Informing the market of a price change
Telling the market about a new product	Describing available services and support
Explaining how the product works	Correcting false impressions
Persuasive Advertising	
Building brand preference	Persuading customers to purchase now
Encouraging switching to your brand	Persuading customers to receive a sales call
Changing customer's perception of product value	Convincing customers to tell others about the brand
Reminder Advertising	
Maintaining customer relationships	Reminding consumers where to buy the product
Reminding consumers that the product may be needed in the near future	Keeping the brand in customer's mind during off-seasons

Figure 4. Possible Advertising Objectives (Kotler & Armstrong 2019, 453)

Kotler & Armstrong say that informative advertising is applied to introduce the new product and raise awareness by providing information about what it is, why it is necessary and where to buy it. Persuasive advertising is used once consumers know about the product and need to decide on which brand to buy from, so this type of advertising works to get

more prospects to choose particularly one brand among all possible. Finally, reminder advertising is described by Kotler & Armstrong as a method only established and well-known brands use. By doing reminder ads, brands help people remember about a product to keep up the awareness.

### 3 Research Methodology

Research of this thesis is aimed to understand which practices increase traffic to Fryysarinranta by means of social media marketing. Firstly, a qualitative research will take place in a form of face-to-face interview to learn about restaurants objectives and marketing-related thoughts. Next, a secondary research will be used to collect data on the latest marketing techniques in restaurant business, including a university-based expert's theories regarding social media marketing. Lastly, a brief benchmarking overview will be conducted to evaluate the competition and identify where Fryysarinranta stands compared to other businesses in the range.

#### 3.1 Qualitative research

Qualitative research is a set of various methods that have a common goal to examine a topic of choice in detail from a prospective of study attendants. Qualitative research commonly includes thorough depth interviews, online observation, experience recording and so on. (Hennink M., Hutter I. & Bailey A. 2020, 10.)

#### 3.2 Secondary research

Fahy & Jobber (2019, 110) define secondary research as collection of data that has been studied earlier. It is accessible through a range of resources like global statistics, internet search or any official website.

#### 3.3 SWOT analysis

SWOT analysis is an evaluating tool for a partial or wholesome marketing audit. It is used by companies to pinpoint its strengths, weaknesses, opportunities and threats. Contents of analysis should be filled in from a consumer's prospective.



Figure 5. SWOT analysis and strategy development (Jobber & Ellis-Chadwick 2020, 605)

Figure 5 shows that all elements of SWOT are interconnected, so threats can be turned into opportunities and weaknesses - into strengths. (Jobber & Ellis-Chadwick 2020, 604-605.)

## 4 Data collection

This chapter covers the process of collecting data. The ultimate goal of each research type is inspecting the latest marketing opportunities for the restaurant field as well as exploring how Fryysarinranta could make them use of them in its social media campaigns. All used research methods are based on commissioner's interests and requests.

### 4.1 Face-to-face interview

An interview took place in May 2020, where restaurant owners provided exclusive answers to questions about their marketing experience and aims for the near future regarding social media activity. All in all, questions were contrastive for the sake of getting a clear picture on separate business sectors. A list of questions can be found in Appendix 1, whereas commissioner chose to keep their answers private.

Firstly, interviewees were asked to describe a successful restaurant and say if they consider themselves owners of a successful restaurant. According to the respondents, successful restaurant is a place with good food, music and staff that many people know and talk about, and Fryysarinranta owners think of their business as successful one. Restaurant owners revealed their goal to increase physical traffic at the restaurant and get a considerable online presence with valuable communication. Since restaurant is seasonal, being open during May-August, it is challenging to get consistent customer flow as other restaurant in Porvoo that are open all year round. So, restaurant hopes that social media can become a source connecting restaurant with customers and influencing their decision to visit Fryysarinranta.

In regard to business's online brand image, respondents wish to be seen as an easy-going, friendly and atmospheric place to visit with a company or alone. To describe its unique features, restaurant highlighted convenient location, regular live music and exclusive menu items. However, restaurant owners do not keep any records of customer demographics, but rather average calculations of each summer traffic. That means, that Fryysarinranta does not know their consumer groups and how they vary. Figure 6 displays statistics of Fryysarinranta's Facebook engagement by age and gender. The active group of consumers is around 45-64 years old and mostly consists of women.

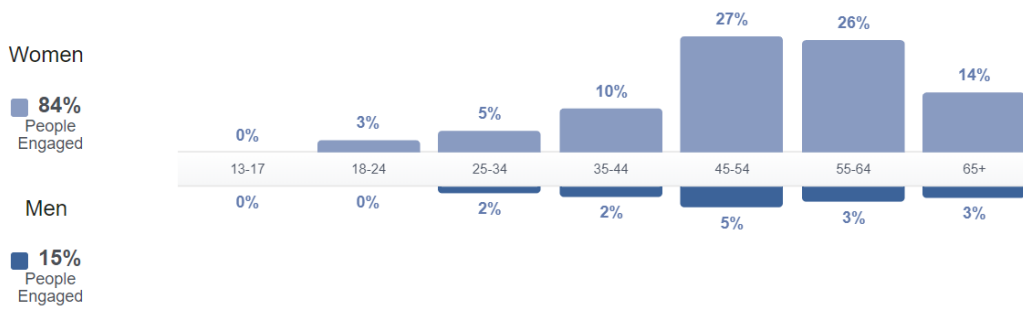


Figure 6. Fryrsarinranta’s Facebook engagement statistics (Facebook 2020)

Followed by Facebook, Instagram statistics are shown in Figure 7 with information on age and sex of the users.

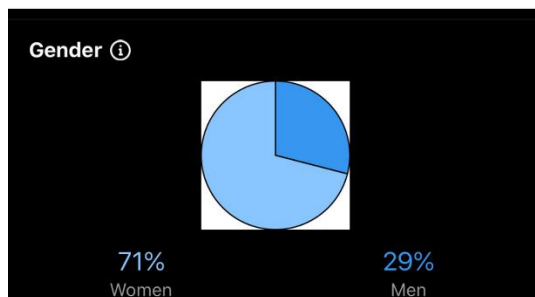
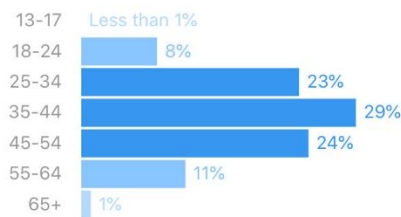


Figure 7. Instagram statistics of Fryrsarinranta account (Instagram 2020)

Restaurant’s main challenge nowadays is an immense ongoing pandemic of Covid-19 that affects business regulations, social limitations, etc. Nevertheless, Fryrsarinranta finds the challenge as an opportunity to increase its online presence as well as provide extra service to satisfy the needs of its customers in given circumstances.

For a long time, restaurant has been relying on traditional marketing methods and investing large budget on newspaper ads of different sorts. Although, respondents wish to be able to analyse the results of investments and engage in talks with customers, which makes them interested in social media marketing instead.

As for competition, Fryysarinranta owners define communication between the competing restaurants as somewhat close due to the small size of the area and the fact that all restaurant owners know each other. Thus, restaurants openly communicate about their performances, best and worst practices etc.

## 4.2 SWOT analysis

Table 1. Fryysarinranta's SWOT analysis of online marketing

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
POPULAR LOCATION	NOT IN TOP LIST ON TRIPADVISOR
ACTIVE FOLLOWING ON FACEBOOK	ONLY ACTIVE ON FACEBOOK
NEARLY 1000 POSTS UNDER #FRYYSARINRANTA HASHTAG	NOT EASILY ACCESSIBLE, EMAIL OR PHONE ONLY
READINESS TO INVEST INTO ONLINE MARKETING	NO KNOWLEDGE OF CUSTOMER DEMOGRAPHICS
PLACEMENT ON VISITPORVOO WEBPAGE	ONLY TRADITIONAL ADVERTISEMENT (NEWSPAPER)
GOOD RELATIONSHIP WITH COMPETITORS	LESS ACTIVE ONLINE THAN COMPETITORS – LESS SHOWN IN SEARCH RESULTS
HAS UNIQUE FEATURES THAT ATTRACT CUSTOMERS	
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
TRY VIDEO & CONTENT MARKETING	COVID-19 PANDEMIC – LESS CUSTOMERS, MORE LIMITATIONS, NO LIVE MUSIC
EASY TO STAND OUT WITH PAID PROMOTIONS – NOT MUCH COMPETITION	BAD WEATHER – LESS TRAFFIC
SMALL TOWN – EASY TO REACH DIFFERENT DEMOGRAPHICS	EASED RESTRICTIONS – NOT ENOUGH STAFF TO HANDLE CUSTOMER FLOW
LAUNCH TAKE-OUT BECAUSE OF COVID-19 PANDEMIC	COMPETITORS CAN EASILY TRACK STEPS AND REPEAT MARKETING STRATEGY – MORE CHALLENGING TO STAND OUT

The following SWOT analysis is based solely on in-depth interview's results. In Table 1, each section is filled in in compliance to opinions expressed by the owners.

## 4.3 Social Media Marketing Trends

Current section is focused on extracting data from a variety of theme journals and academic articles that provide information on marketing trends to expect in year 2020 or 2021 for both restaurant industry and general knowledge. Also, university-based expert's opinions are mentioned in this section for more diversity.

Several trends of present social media marketing have shown potential to develop in the future in lives of online users. Table 2 showcases expected trends in the future of social media. For example, social media influence has already crossed online boundaries and



shapes business, cultural and world norms. Article authors believe that this trend will only carry on in the future and continue changing the world. Another major trend that keeps expanding is the role of micro-influencers. Influencers have a power of affecting the decision-making process of online users, because of the content they share, their reputation and other factors that people trust. Micro-influencers are smaller and less expensive than celebrity influencers and have targeted follower groups, which gives new opportunities for the brands to explore. In addition, near future promises to provide more personalised, immediate and extensive customer service with the help of artificial intelligence technology and developed data analysis. (Appel, Grewal, Hadi & Stephen 2020)

Table 2. Social media future as it relates to marketing issues (Appel & al. 2020, 81)

Predicted imminence	Focal stakeholders discussed		
	Individuals	Firms	Public policy
Immediate future	Omni-social presence	The rise of influencers	Privacy concerns on social media
Near future	Combating loneliness and isolation	Integrated customer care	Social media as a political tool
Far future	Increased sensory richness	Online/offline integration and complete convergence	Social media by non-humans

When it comes to content marketing, best tactics to consider in 2020 is to step up with the level of format. That means that content should be more visual, including a lot of videos alongside text posts. Another important point to look out for is the quality of written materials. As social media platforms constantly update their algorithms, making sure that any information posted is indeed useful and interesting. Otherwise, algorithms may work against the brand. (Pophal 2020.)

As stated in Smart Insights (2020) article, long videos are one of the trends to be expected throughout 2020. Such videos give brands possibility to emotionally connect with the viewers and provide more chances to tell meaningful stories that users can remember and feel more engaged with.

Patel (2019) breaks down a big Facebook article research to understand what users prefer to see online. Figure 8 shows that how-to type of articles has noticeably higher interest rates and it is followed by list type of articles.

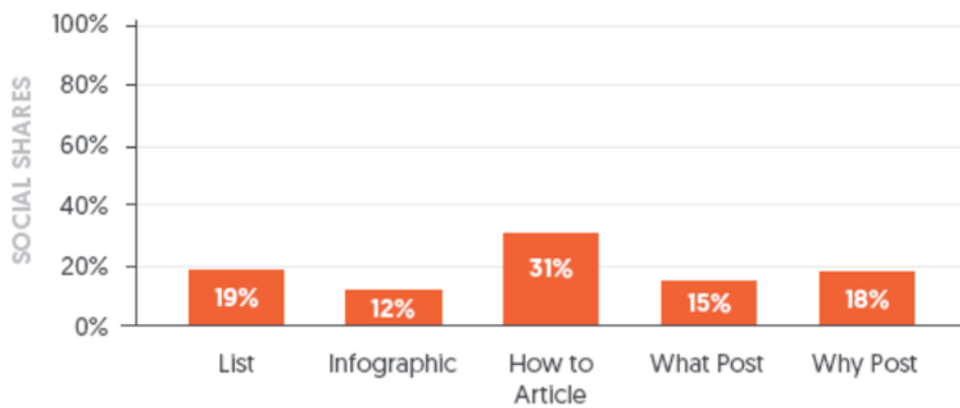


Figure 8. Social share growth by article type (Patel 2019)

Another crucial detail from Patel's (2019) research is shown in Figure 9. Seemingly, more images used in an article - higher engagement rates it receives. Yet, article author mentions that images should complement the text or describe the message.

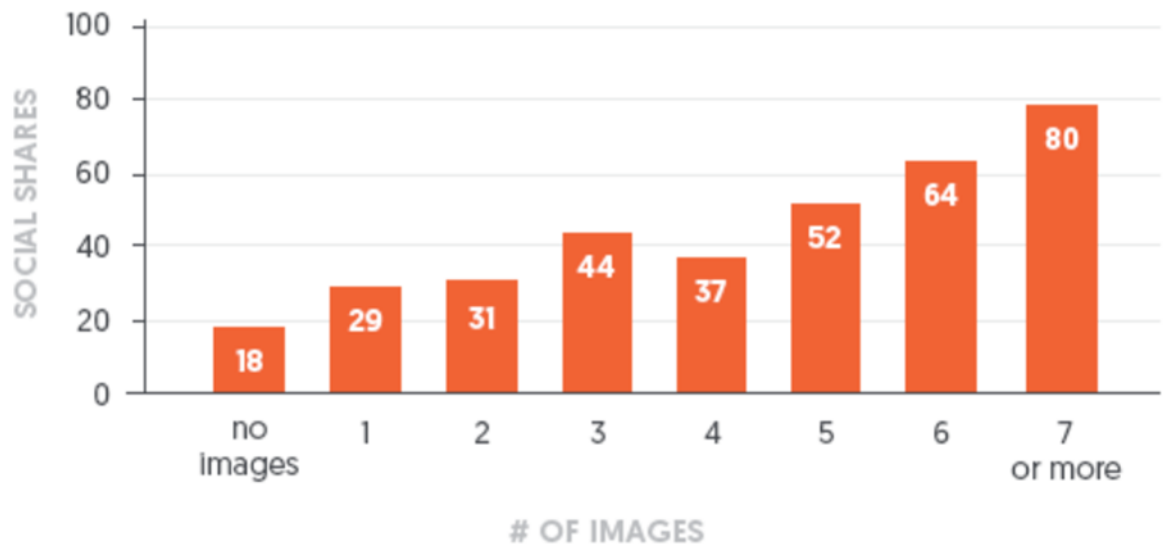


Figure 9. Average shares based on number of images in an article (Patel 2019)

Based on a research data, restaurant visitors want to share their dining experiences on social media based on such motivational factors as egoism, collectivism and altruism. Apart from that, author lists the following elements of restaurant visit influence the desire to share content online: quality and price of food, atmosphere and location of the place, etc. Each post shared by a customer instantly becomes an electronic word-of-mouth that gives credibility to the restaurant. Electronic word-of-mouth, also user-generated content, is one of the most essential online assets of any brand. It is recommended to businesses to create innovative content in the future that readers feel inspired to interact with. (Koufie & Kesa 2020)

#### 4.4 Competitor Analysis

Recommended by university-based expert, Lasse Rouhiainen (2020), it is necessary to analyse what competitors are doing on social media and get ideas of how to develop own products or service. Social media expert advices to monitor promotional activity of competitor pages, messages shared with consumers and engagement rates.

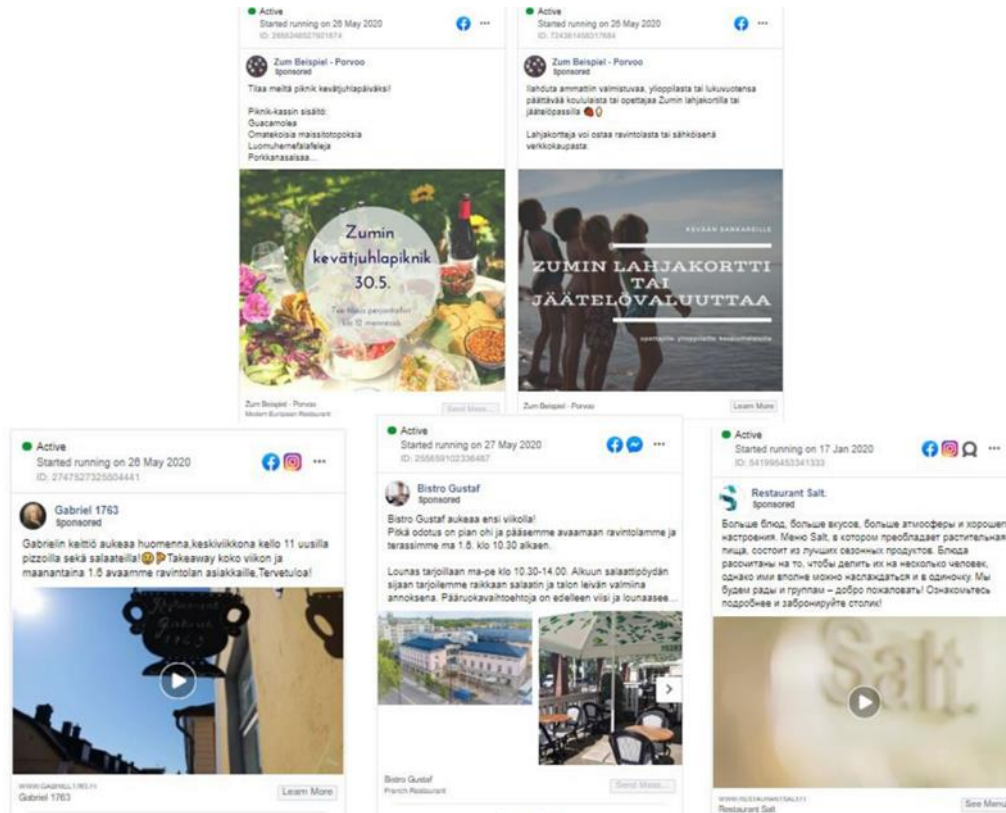


Figure 10. Review of Fryrsarinranta competitors' Facebook Ads

Figure 10 demonstrates current ads that competitors are running on Facebook. Each restaurant runs approximately 1 paid advertisement per month, which is not much. Activity level is low with an average amount of likes being 158 and 0-3 comments.

As for Instagram audit, average competitor's follower base varies from 420-1540 users with an average engagement rate range of 2,4% - 12,2%. So far, Fryrsarinranta is least followed account among its competitors with a follower base of 233 users with an average engagement rate of 13% due to new account and posts.

## 5 Results overview

Research part introduces three data gathering ways which are qualitative research, secondary research and competitor's brief analysis. Qualitative research is carried out as an interview, secondary research – as academic literature examination and final research is executed as a form of benchmarking, analysing competitors on social media.

Interview results reflect on restaurant's intentions with social media and its business features that could possibly be appealing to consumers. Fryysarinranta owners express readiness to invest half of current marketing budget in social media practices. Apart from that, business sets up features that distinguish it from competitors in the market. This means that campaigns should emphasise location, exclusive menu items and live music shows to attract customers to the restaurant. According to Facebook statistics, restaurant's target group is women at the age of 45-64 years old. However, Fryysarinranta's Instagram statistics show slightly different results, where interest is divided equally between users aged 25-54 with a 1/3 of followers being males. Based on these findings, Fryysarinranta's demographics rotate around older female groups on Facebook and younger users of both genders on Instagram. Thus, restaurant's engagement increases when creating content and directly targeting those demographic groups. Knowing the audience, it is easier to create valuable content and analyse ROI (return on investment).

Results from literature review provide insightful information on the most functional marketing approaches nowadays and in the near future. Influencer marketing brings remarkable outcome when collaborating with the right people/companies. Brand needs to focus on an influencer with matching audience, who shares similar interests and values. Influencer marketing is commonly long-term, as it builds a stronger bond between brand and influencer, which directly affects audiences' mindset. Next marketing approach for the upcoming year is long video content. Sharing visuals is essential for a brand, and a rise in video interest works well for a brand that wants to build deeper connection with its customer. Restaurant business can stream live events via social platforms like Facebook, Instagram and YouTube. Apart from that, sharing educational videos about products or general interesting events is always critical for the publicity. Even if a minor sector of customers finds that content intriguing, it is an achievement for brand's insights. As for content marketing, being able to deliver quality material is vital because of online algorithms that work against the brand. Nowadays, social media tries to satisfy users by personalising their feed. So, when user does not interact with a particular material online, it will be cut out by the algorithms and exchanged for other information to show. So, polishing company-created content to provide followers with interesting and engaging subjects should be in company's

priority. Although, top priority is and will be in the future user-generated content. When customers create and share content about how their experience with the brand went, it is considered most legit information online. It does not only increase interest among new customer prospects, it gives credibility to the brand image that no money can buy. When it comes for restaurant industry, major factors that trigger customers to share their opinion online are foods, atmosphere of the place, satisfaction with service, quality and price of food and drinks. In this wise, polishing those aspects of customer journey multiply the chances of seeing user-generated content online.

As competitor analysis shows, restaurants are not utilising social media tools for conquering the market, but rather do light marketing to keep up some awareness of their brand. This leaves a lot of opportunities for Fryysarinranta to experiment with video advertisement, territory-based advertisement, organic reach through informative content and so on. Extracting impressions from online users benefits the development of future marketing strategy. Vaguely speaking, right now the restaurant market of Porvoo is comparable to a blank canvas. Business can take advantage of that and find the best marketing tactic that works best.

## 6 Conclusion

This work is concentrated on researching selected marketing methods and evaluating their efficiency towards restaurant business on social media. Applied research methods include qualitative research, secondary research and partial benchmarking. Logically structured, first section of research focuses on restaurant's goals within social media field and overview of business's image and customer segments. It is followed by literature review that evaluates marketing tendencies in today's world and describes their functionality from restaurant's prospective. Finally, brief benchmarking of competitors online performance wraps the research section up.

Obtained knowledge offers Fryysarinranta to focus on stimulating user-generated content the most, as it is and will continue to give restaurant validity and impact its physical traffic. Competitor analysis uncovers limitless opportunities on a fresh unoccupied territory of restaurant market of Porvoo. Other marketing methods to consider implementing are influencer marketing, video advertising and profound content marketing that focuses on organic reach.

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## Appendices

### Appendix 1. Interview questions

Q1	What are your sales goals for the year and how do you want social media to be involved?
Q2	How much are you ready to spend on social media marketing?
Q3	What do you currently do to promote Fryysarinranta? How much do you spend?
Q4	What is a successful restaurant in your opinion? Are you considering your business successful?
Q5	How do you differentiate yourself from the rest of the restaurants in Porvoo?
Q6	What are your current challenges in terms of marketing? Any issues you want to overcome?
Q7	Do you know who your customers are? Do you keep any sort of demographics?
Q8	Who do you consider to be your competitors? Do you track their performance for personal research purposes?
Q9	How do you want your brand image to be seen by customers? Is there anything you want to change about your brand image and the way people see it?
Q10	What do you intend to reach by being present on social media?
Q11	How do you currently handle your communications with consumers? Do you see your booking tool as fast & easy to use?
Q12	Who is responsible for marketing decision-making process?
Q13	Now that Covid-19 is happening, have you found any opportunities for this time being? How about threats?

