Creating an effective digital marketing plan for a small new coffee shop: ChoCoCha

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Laurea University of Applied Sciences   **Abstract**

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Today, with the development of the Internet, people spend a great amount of time online carrying out searches, checking social media, and shopping online. Customers surf the Internet to look for products and services that they are interested in. A company may risk losing its prospects if it does not have an online presence. Understanding the importance of digital marketing, having an interest in marketing, and having a passion for coffee, the author would like to develop a digital marketing plan for the author's future coffee shop.

This thesis aims to create a digital marketing plan for the author's future coffee shop by mapping which digital marketing channels or a combination of digital marketing channels the coffee shop can utilize to approach potential customers, boost brand awareness, and enhance customer engagement. This thesis's theoretical background includes the introduction of digital marketing and the importance of digital marketing to businesses, digital marketing components, digital marketing trends in 2020 and 2021, and steps to create a digital marketing plan. Updating emerging and future digital marketing trends helps the author to foresee how today's marketing works and prepare a better digital marketing plan for the author's future coffee shop.

In the research methods section, non-participant observation and online survey were conducted. The author carried out a non-participant observation on three coffee shops in Helsinki to study the digital marketing channels in use and how they use them to promote their brand and engage with customers. The online survey was carried out to discover the most effective social media platforms to reach the target audience and to study customer behavior towards a coffee shop on social media.

The outcome of the thesis is a digital marketing plan for a specialty coffee shop in central Helsinki based on the theoretical background and research results. This digital marketing plan consists of a business description, SWOT analysis, target audience description, digital marketing objectives and strategies, action plan, and measurement. All these are presented clearly and in a format that is easy to approach.

Keywords: brand awareness, coffee shop, customer engagement, digital marketing

Contents

1   Introduction

Nowadays, along with the growth of technology and the Internet, more and more people are using the Internet and mobile devices to communicate, get information, entertain, buy products online, work, and study. When consumers want to find products and services they are interested in, they will head to the search engine and social media to look for them. If a company has not carried out digital marketing strategies, it could meet difficulties in increasing visibility and driving sales. Furthermore, the company may risk losing potential customers and falling behind its competitors because its competitors have been using digital marketing tactics. It is possible to say that it is difficult for a business to be successful without digital marketing. Digital marketing is even more important for small and medium enterprises with a limited marketing budget because digital marketing is more affordable than traditional marketing.

This thesis aims to create a digital marketing plan for the coffee shop of the author in the future. Finding out which digital marketing channels or a combination of digital marketing channels the coffee shop should use to reach potential customers, increases brand awareness and customer engagement. This thesis will be an important material for the author's future business. Besides, the author also expects that this thesis could be a useful reference source for other coffee shop owners when considering which digital marketing channels are effective for their coffee shops. The author's future business idea is a coffee shop that offers high quality and freshly roasted coffee, freshly made cakes, and baguettes. The coffee shop sells coffee brewing equipment and branded merchandise such as mugs, thermoses, water bottles, tote bags, and t-shirts.

This thesis consists of two fundamental parts, which are theoretical background and research methods. In the theoretical background part, the author introduces digital marketing by giving definitions and explaining the importance of digital marketing to every business. Next, the author presents five essential digital marketing components, digital marketing trends in 2020 and 2021, and steps to create a digital marketing plan. The author researches these theories by reading textbooks and online articles.

In the research methods part, the author conducts both qualitative and quantitative researches. With qualitative research, the author carries out non-participant observation to discover which digital marketing channels other coffee shops are using and how they use these digital marketing channels to increase brand awareness and improve customer engagement. In relation to quantitative research, the author does an online survey to determine target customers and to find out the most effective digital marketing channels for reaching customers.

This thesis's planned outcome is the digital marketing plan for a specialty coffee shop in central Helsinki based on theoretical background and research results.

2   Digital Marketing

Digital marketing is defined as applying the Internet and digital technologies, including the desktop, mobile, tablet, and other digital platforms, to attain marketing goals. Digital marketing consists of administering websites and social media pages of a company combined with online communication techniques, such as social media marketing, e-mail marketing, search engine marketing, and partnership agreement with other websites. Using these techniques will help the company reach new customers and develop customer relationships with existing customers. Nevertheless, to be successful in digital marketing, it is still necessary to integrate online communication techniques with traditional media, for example, print, TV, and direct mail. (Chaffey & Ellis-Chadwick 2012, 10.)

According to Chaffey and Smith (2017, 13), digital marketing is the heart of digital business. By conducting digital marketing campaigns that use digital channels such as online advertising, search marketing, and affiliate marketing, organizations can approach customers and understand them better, add value to products and services, broaden distribution channels and increase sales. Digital marketing involves using websites to promote customer leads and to manage after-sales services. Moreover, it establishes a customer database and builds a consistent communication flow between companies and customers. American Marketing Association (2020) also states that unlike traditional marketing, which is considered a one-way communication flow, digital marketing is a two-way flow of communication. With traditional marketing such as billboards or print ads, there is no interaction between customers and companies, whereas buyers and sellers can interact through digital marketing platforms.

Digital marketing is important to every business because of the following reasons. The first reason is that digital marketing can reach customers where they spend their time. Along with the development of the Internet, more and more people spend their time on the Internet checking social media, researching and purchasing products online. According to Statista (2020), there were nearly 4.57 billion active Internet users in July 2020 all around the world. Statista (2020) also reports that the number of digital buyers across the globe is 2.05 billion in 2020, and it is expected to increase to over 2.14 billion people in 2021. Customers tend to browse the web to look for products and services, and if a company does not have an online presence, the company can face the risk of losing potential customers to its competitors (Storm 2020). In accordance with Forbes (2016), 82 percent of customers carry out research online. Indeed, 93 percent of online experiences begin with search engines, and 52 percent of

customers prefer to go through different digital channels such as social media profiles, websites, and online ads of companies first before deciding to buy products and services. The company can enhance its online visibility and reach potential customers by creating appropriate and appealing content that optimizes search engines. (Lyfe Marketing 2019.)

The second reason is that digital marketing is measurable. Lyfe Marketing (2019) states that a company can know whether its tactics are effective by measuring digital campaigns in real-time. After that, the company can modify its campaigns for better results. Future campaigns can be improved by gaining insights from the process of running campaigns. Thanks to social media analytics, the company can see the most popular posts that draw attention and interaction with target audience. Digital marketing analytics enables the company to use resources and allocate its marketing budget more efficiently. From there, the company can reduce unnecessary costs and focus on strategies that increase return on investment (ROI). Storm (2020) also mentions that the company can easily track and monitor its campaigns with digital marketing. Once the performance of the campaign is trackable, it is easier to adjust and adapt to modifications. With traditional advertising campaigns, the company cannot make adjustments until campaigns are over. It is only beneficial to the next campaigns, and the company may waste a lot of money on previous campaigns. However, with digital marketing, the company has the ability to monitor campaign's performance and make changes immediately during the time the campaign is being run.

Targeting audiences is the third reason why digital marketing is important. Storm (2020) says that a company can reach customers interested in its products and services thanks to digital marketing. In comparison with traditional marketing methods, digital marketing can target audiences more precisely. The company can collect information about audiences and use that information to form digital marketing campaigns. The company's campaign will get better results when the company target audiences better. According to Lyfe Marketing (2019), with digital marketing, the company can make sure that the right audiences are looking at company's contents. Search engine optimization (SEO) enables a company to reach customers searching for content and topics relevant to that company. Based on demographics and general characteristics, pay-per-click (PPC) and social media advertising allow the company to target people interested in its products and services.

Allowing businesses to be more competitive is the fourth reason why digital marketing is significant to all businesses. Lyfe Marketing (2019) writes that it is difficult for small businesses to be competitive with large corporations because of a limited budget. However, digital marketing helps small businesses to stay competitive online. Traditional marketing methods such as billboards will cost a lot of money for a good location. In contrast, digital marketing is much more affordable for all businesses, no matter their size, to gain online visibility. Small companies are still able to market their products and services nationally and internationally,

thanks to digital marketing. Small retailers might not have a large amount of money to spend on their stores' presentation. Still, they can totally build clean and attractive websites that deliver a great customer experience. It is possible to say that digital marketing is one of the most cost-effective ways to market businesses.

It is undeniable that digital marketing brings many advantages to businesses. However, there are some disadvantages and challenges of digital marketing companies need to be aware of. The first disadvantage of digital marketing is time-consuming. Cyber Planet (2019) reports that 60 percent of digital marketing staff spend at least six hours per day on their digital marketing tasks such as creating relevant and unique content, managing social media accounts of the company, adopting new strategies, and drawing up online advertising campaigns. Online complaints and feedbacks are the second disadvantages of digital marketing. Audiences can see comments and reviews of a company on social media and review websites. Negative reviews and feedbacks can damage the company's reputation. The next downside of digital marketing is high competition. With digital marketing, the company can reach global audiences, but it has to face global competition simultaneously. It could be challenging to stand out from competitors to capture the attention of online audiences. The last disadvantage of digital marketing is the security and privacy issue. On the Internet, many hackers can hack and misuse social media accounts or websites. Besides, every company needs to pay attention to legal considerations to collect and use customer data for digital marketing purposes. (Cyber Planet 2019.)

3 Digital Marketing Components

In this chapter, the author will present five essential digital marketing components to increase brand visibility, customer awareness, and customer engagement. A description of each component is given to create a basic understanding for readers.

3.1 Search Engine Marketing (SEM)

Search engine marketing (SEM) is promoting a company through search engines to achieve its goals by presenting relevant content in the search listings for search engine users and encourage them to click the company's sites. Search engine optimization (SEO) and paid search (pay-per-click) marketing (PPC) are two main methods of search engine marketing (SEM). Search engine marketing (SEM) plays a vital role in generating quality visitors to its website. (Chaffey & Ellis-Chadwick 2012, 490.)

"Search engine optimization (SEO) involves achieving the highest position or ranking practical in the natural or organic listings on the search engine results pages (SERPS) across a range of specific combinations of keywords or keyphrases entered by search engine users" (Chaffey &

Ellis-Chadwick 2012, 491). Search Engine Land (2020) defines search engine optimization (SEO) to enhance a company website to raise visibility through relevant searches. The better visibility the company's pages appear in the search engine results, the more likely the company draw attention and attract prospective customers. According to Chaffey & Ellis-Chadwick (2012, 491), paid search (pay-per-click) marketing (PPC) is a relevant text ad with a link to a company's page that will be shown on the search engine results pages when search engine users enter a particular phrase. The company will pay a fee for every click of a link, and the amount of bid for the click determines the link's position.

Google is the top search engine that occupies 92.97% of the worldwide search engine market share in September 2020 (Statcounter 2020). Normally, with Google's search engine, the natural listings are shown under the top Pay-Per-Click or sponsored links. The organic position depends on algorithms that search engines use to match pages with keywords or keyphrases typed in. There is no fee for displaying listings; however, if a company wants its web pages to have higher rankings, it needs to pay for search engine optimization agencies. (Chaffey & Smith 2017, 369 – 370.) When the company's website is ranked higher in the search engine results pages, it can become the best form of advertising for products and services (Laurinavicius 2020).
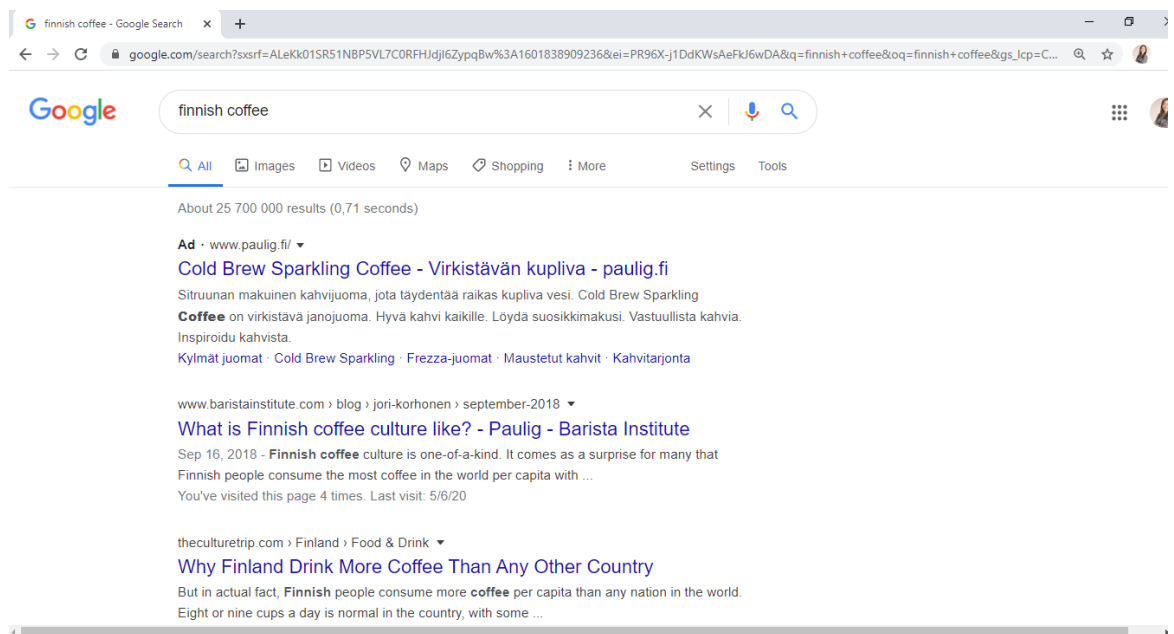

Figure 1: Google search engine results page

Figure 1 showed the natural and paid listings on the Google search engine results page with the keyword "Finnish Coffee." From figure 1, it can be seen that the website with the word

"Ad" in bold holds the highest position. The website with the "Ad" symbol is the website that the company has paid to appear at the top of the search engine results page.

Search engine optimization can help companies reach more qualified customers because customers who search for specific products or services will have a high intent to buy those products or services (Chaffey & Ellis-Chadwick 2012, 494). Companies can attract more targeted traffic to their websites by using relevant keywords that describe their products and services (Lyfe Marketing 2020). Local search engine optimization can be beneficial to local businesses, such as coffee shops, restaurants, and brick-and-mortar stores because it helps local businesses reach local customers. Moreover, thanks to search engine optimization, small businesses can compete with large corporations. Large corporations can pay a lot of money for paid search to appear at the top of the search engine results page. However, if small businesses are capable of creating contents that are more relevant to keyphrases or keywords than large corporations, they can still achieve high rankings on search engine results pages without spending money for paid search. (Storm 2020.)

3.2 Social Media Marketing (SMM)

Social media has become more and more popular with consumers and marketers because it provides visual opportunities for idea sharing, content sharing, and brand recommendations (Chaffey & Smith 2017, 16). Encouraging user interaction and creating user-generated content are important social media features (Chaffey & Smith 2017, 225). Social media marketing is the process of achieving website traffic through social media channels. Social media marketing programs focus on creating content that draws the audience's attention and encourages them to share it with others. (Barker, M., Barker, D., Bormann, Roberts & Zahay 2017, 2.) Baker (2020) states that social media marketing creates content on social media channels such as Facebook, Instagram, and Youtube to promote products and services. To increase conversions and brand awareness, companies should tailor content to a particular channel.

On social media, interactions such as likes, shares, comments, and follows are described as engagement. There are two types of interactions which are meaningful interaction and passive interaction. Meaningful interaction includes comments and conversations, and passive interaction consists of likes and shares. Meaningful interaction is more significant than passive interactions. Customers connect with a brand more when customer engagement is higher. Hence, social media can keep positive customer engagement levels before, during, and after buying. Social media is suitable for creating high levels of brand-to-customer, customer-to-brand, and customer-to-customer interaction because it is a dialogue-based channel. The high level of brand-to-customer maintains trust and awareness between the company and customers in the long run. (Atherton 2020, 23-24.) According to the research of Gallup (2020), fully

engaged customers represent a 23 percent increase in relationship growth, revenue, and profitability compared to the average customers.
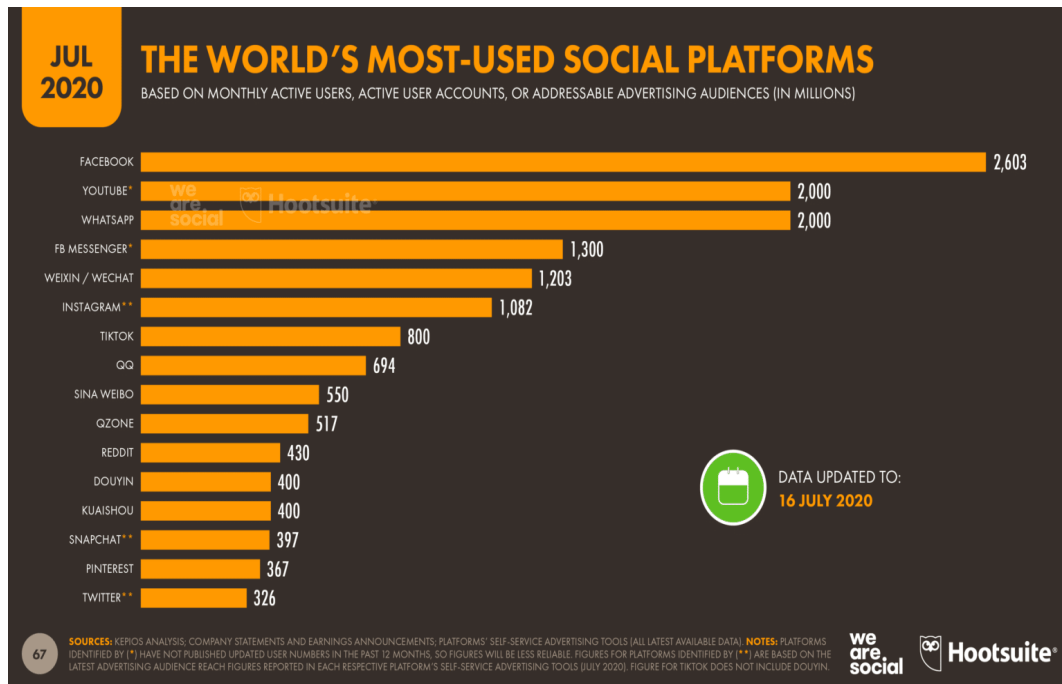

Figure 2: The most-used social platforms all around the world in 2020 (Hootsuite 2020)

Figure 2 displays the most-used social media platforms in the world in 2020. As figure 2 illustrates, Facebook is the most popular social media platform globally, with more than 2.6 billion active users. Youtube is the second most popular social media platform after Facebook, with approximately 2 billion active users. Instagram holds the sixth position, with nearly 1.1 billion active users.

Social media is a digital marketing method used to boost the visibility of a business. More than 90 percent of marketers report that their companies' visibility is significantly increased by spending a few hours on social media marketing. Undoubtedly, social media pages will be beneficial to a brand, and posting regularly can greatly broaden the audience for a company's social media page. (Fleming 2017.) A company can direct traffic straight to its website through social media, which can help the company boost brand awareness. To do this, the company should include direct links to its website in the company profile and posts. Lasting relationships between the company and customers can be built by connecting and engaging with customers on social media. Interaction with customers includes replying to their comments, questions, feedback, and handling complaints. To build trust and show appreciation to customers, the company can ask them questions about products and services and run giveaways on social media. (Baker 2020.)

Social media is a platform for networking and communication. To humanize a company, the company needs to create a voice on social media by building a brand and interacting with customers. Customers will appreciate it when they comment on the company's posts, and they get a personalized reply instead of an automated reply. Being acknowledged to comments of customers presents, the company is attentive to customers. Customer interaction on social media accounts provides an opportunity for the company to show its compassion to customers. (Fleming 2017.) When the company takes the time to compose personalized replies to customers on social media sites, it will be viewed positively even though it could be responses to customer's complaints (Blue Fountain Media 2020).

Satisfied customers are willing to spread the word about good products and services, and they may use social media to share their opinions. A brand will be advertised when customers mention it on social media, improving brand authority. Once a few satisfied customers speak about their positive buying experience or give positive reviews for products and services on social media, the company advertising will be done by actual customers who are happy with products and services. (Blue Fountain Media 2020.) In fact, according to Lyfe Marketing (2019), 71 percent of customers who have a good experience with a brand on social media would potentially recommend the brand to family members and friends. Companies should not ignore a great customer service opportunity that social media provides.

Social media marketing could be the most cost-effective advertising strategy. It is free to sign up and create a profile for most social networking platforms. The cost of paid promotions on social media is lower than other marketing tactics. It is advantageous for being cost-effective because companies can observe a better return on investment and maintain a budget for other marketing and business activities. Paid advertising on social media allows companies to monitor the results of campaigns. With social media's paid advertising, companies can start small and gain insights such as posts are seen by how many people and the best times for posting. (Fleming 2017.)

3.3 Content Marketing

Content means words, information, and knowledge. Valuable content is helpful information created for a specific audience. Valuable content is used to shape and share with customers to educate and help them. (Jefferson and Tanton 2015, 25.) Kingsnorth (2019, 225) states that content such as blogs, videos, podcasts, and infographics can help a company engage consumers with its products and services. Content marketing is defined as a strategic marketing way to produce and deliver useful and appropriate content to draw and maintain a particular audience and eventually drive profitability. A company should give customers meaningful and valuable content rather than pitching its products and services. (Content Marketing Insti-

tute 2020.) Content marketing is the method of planning, creating, posting, sharing, and publishing content to approach the target audience. Factors such as brand recognition, sales, connections, and loyalty are improved thanks to content marketing. (Hubspot 2020.) According to Postcron (2020), 90 percent of business-to-customer (B2C) businesses use content marketing to create and advertise their brand image

If a company wants to increase search rankings and help prospective customers learn more about its brand, it is necessary for the company to integrate content into its digital marketing plan. Content marketing is a good tactic to gain more leads. Content marketing produces three times more leads than traditional marketing. Quality content enables the company to target keywords connected to its products and services and answer questions from searchers, which helps the company sites attain higher rankings. (Carter 2019.) The social media profile will become more interesting and reliable thanks to content such as blogs, infographics, and employees' photos. When the company posts quality content, followers of the social media community will "like" and "share" the company content. This allows the company to enter industry influencers who will review the company's products and services and give links backs, which would boost search engine rankings. (Blue Fountain Media 2020.) The additional benefit of content marketing is supporting other digital marketing channels. Company's website can be found on search engines by building up quality content. Indeed, the search engine optimization (SEO) efforts of many companies are focusing on content marketing. (Steimle 2014.)

Blogging is a type of content marketing. Blogs are generally regarded as a series of personal thoughts and ideas from bloggers on a specific subject. A blog is a less formal method of publication. A blog is a website that updates posts regularly, and the latest posts are displayed first. Readers can comment and respond to blog posts. A blog may be established for personal and professional purposes, and it differs in topics and reader base. The blog could position a company as an expert in its field. (Barker, M., Barker, D., Bormann, Roberts & Zahay 2017, 117.)

A company's blog is one of the first sites that customers will discover when seeking new companies. It is a shortcut for having a gut feel about how a company thinks and feels. A company's website without a blog means the company lacks ideas and empathy, while an appealing blog shows the company cares. Sign-ups for the email newsletter will be generated by company's blog. The more truly relevant content the company blog contains what customer search for, the higher ranking the company will get, and the more traffic the company will gain. (Jefferson & Tanton 2015, 52.) On average, businesses with an active blog produce 67 percent more leads each month (Demand Metric 2020).

3.4   Video Marketing

It is essential to find a way to capture the target audience's attention and engage them promptly if a company wants to stay competitive in the digital marketplace. Nowadays, video content is being viewed by customers than ever before. Indeed, watching video content occupies one-third of all Internet activities. (Lyfe Marketing 2019.) In 2021, the average person is expected to spend 100 minutes daily watching online videos. This 19% rise compared to users' viewing duration in 2019 was 84 minutes per day. (Chaffey 2020.) This makes video marketing become one of the most effective types of content marketing to reach and engage target customers, regardless of which field the company is in (Lyfe Marketing 2019). 92 percent of marketers assert that video marketing is an essential part of marketing strategy in 2020 (Chaffey 2020). According to Collins and Conley (2020), the definition of video marketing is using videos to advertise products and services, improve engagement on digital and social channels, and educate consumers.

Video marketing is a popular method of digital marketing due to the fact that it can build a stronger connection with customers. It is suitable for storytelling, which is enjoyed by most viewers. For many customers, video is much more attractive compared to reading text or hearing a podcast. (Barker, M., Barker, D., Bormann, Roberts & Zahay 2017, 145.) Khabab (2020) reports that 78 percent of marketers believe that video marketing helps them reach new customers. Adding a video on a landing page could boost conversions up to 80%. The present digital landscape gives businesses opportunities to take advantage of longer video content to gain trust from the audience. Trust and connection with customers can be built through behind-the-scenes footage, interview videos of leaders in the company, and other types of video content that convey valuable information. (Khabab 2020.)

Video content is not only limited to entertainment purposes, but it also extends to brands. Brand awareness is increased up to 54% thanks to video marketing. (Mohsin 2020.) 54 percent of customers would like to watch more video content from a brand that they are supporting (Hubspot 2020). 73 percent of consumers said that the social media presence of a brand influences their purchase decision. Videos are the favorite content type that customers would like to see on a brand's social media page, which explains why Instagram becomes the most thriving platform for increasing purchases. (O'Neill 2018.)

Additionally, video marketing helps marketers obtain 66% more qualified leads each year. These increased leads may be attributed to the educational values that videos deliver. Consumers can educate themselves about the products and services of companies through interactive videos. (Mohsin 2020.)

Showing how to use products will bring many benefits like video marketing strategies. Consumers without experience with products can watch videos, and they could be impressed with

the quality of products and other exciting features, and they would consider purchasing those products. Instructional videos can also be useful to customers who already purchased products. Giving values to existing consumers may lead them to compose favorable reviews or take part in social media campaigns, or share videos with other persons. Even though the number of viewers could be limited, this aspect makes videos displaying the utility of products highly advantageous. (Barker, M., Barker, D., Bormann, Roberts & Zahay 2017, 146.)

3.5   E-mail Marketing

One of the most important elements of the digital marketing toolbox is email marketing. It helps a company communicate effectively with customers on a personal level. E-marketing is an email sent to a customer list from the company, and the email normally includes a sales pitch and a "call to action." It can be a way to encourage customers to click the links enclosed in the email. (Ryan & Jones 2012, 127.) Customers have a tendency not to respond to random emails, or they do not even open them. Therefore, before starting email marketing, it is necessary to build up a customer list who wants to receive emails from the company. The optimum way is to encourage customers to opt into accepting emails from the company. (Ryan & Jones 2012, 129.)

When designing email marketing plans, a company needs to plan for outbound email marketing and inbound email marketing. Outbound email marketing is emails delivered to customers from the company to encourage trials and purchases. Inbound email marketing is the management of customer emails from the company. (Chaffey & Ellis-Chadwick 2012, 527.) A coherent email marketing program is a perfect combination of effective outbound email marketing and well-handled inbound email marketing, which solves customer inquiries. Email marketing is used to improve prospect conversion and customer retention. (Chaffey & Smith 2017, 484.)

Email marketing helps companies keep customers updated and tailor marketing messages for a specific audience. However, it can push customers away with constantly annoying spam emails. Email marketing can consist of company newsletters, sales promotions, and exclusive deals for customers. Email marketing enables a company to target specific customer groups or particular individuals. To do this, providing customers special offers on their birthday is a way. For example, a restaurant may send customers an email on their birthday with the offer 50% discount for one main course. This action helps the restaurant keep a good relationship with customers, boosting sales, and customer loyalty. (Ward 2020.)

A great advantage of email over social media is that an email is more likely to be seen by customers than social media. Not every customer will look at the company posts on social media, but an email will stay in an inbox till it is opened or deleted. (Ward 2020.) There is 46 percent of email opened on mobile phones (Forsey 2020). This means if an email does not display properly on mobile platforms, nearly half of the audience will think that the company is not

professional in composing emails for customers. Therefore, the company needs to optimize email marketing for mobile devices.

4　Digital Marketing Trends 2020 – 2021

Nowadays, it is no mean feat to draw attention and connect with digitally savvy customers to drive messages home. There are challenges for a company to approach customers because today's customers have many touchpoints to make purchase decisions, attention spans are shrinking, and competition is high. Also, segmentation is more complicated than ever before since the same customer can buy products and services from a high or low price range. For example, the customer who prefers the cheapest coffee bags can also buy the latest version of the Apple brand's mobile phone. Without a doubt, amid constantly shifting customer preferences, conventional marketing is no longer the best option. New demands have been put on marketers and companies in this new era. To deliver relevant messages to relevant customers, companies need to be creative and need to use relevant touchpoints. This requires companies to provide the right tools for themselves and perceive emerging trends. (Roy 2019.)

In this chapter, the author will present the main digital marketing trends in 2020 and 2021, which are interactive content, shoppable posts, social media stories, social media contests, artificial intelligence (AI) powered chatbot, Google My Business listing, and online reviews. This part helps the author update emerging trends in digital marketing and prepare a marketing plan for the author's future coffee shop.

Interactive Content

Interactive Content is content that requires the active engagement from participants rather than just reading or watching. In exchange for that engagement, participants will receive immediate and relevant results. Interactive content creates a two-way dialogue and higher engagement between a company and the audience. Designing interactive content that participants are interested in will stimulate their participation and encourage them to share the company's content with other people. A user-focused content with personalized results is created by interactive content. A good way to set the company brand apart from its competitors is personalization. Interactive content enables the company to gather valuable data that can be used in guiding marketing efforts. (Noland 2019.) 93 percent of marketers assess that interactive content is an effective way to educate buyers. Interactive content such as quizzes, polls, and surveys are experimented with by several companies in 2020. Today's customers demand interactive and fun content because it makes them feel more connected to companies. (Digital Marketing Insitute 2020.)
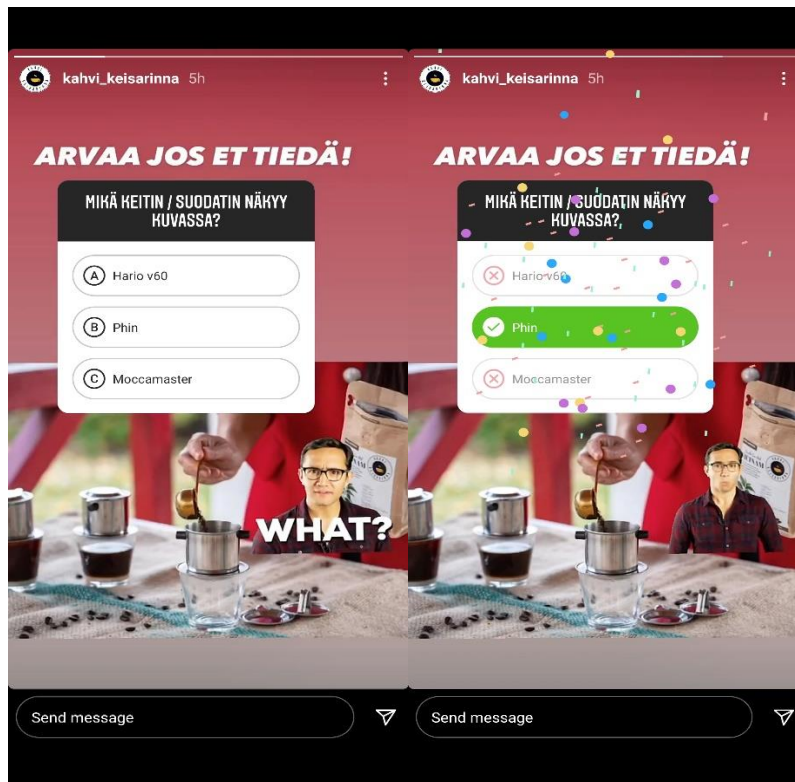
Figure 3: Interactive content on Instagram

Figure 3 is the illustration of interactive content on Instagram from the coffee brand – Kahvi Keisarinna. The picture on the left side displays the quiz with the question "Which kettle/ filter is shown in the picture" and three answers. The picture on the right side shows the right result of the quiz. The result will appear immediately after participants choose one answer.

Shoppable Post

Shoppable post is the major improvement of Instagram to become a business-friendly platform. Thanks to the shoppable post feature of Instagram, users can finish their purchase journey from discovery to checkout without exiting the Instagram application. When a company has a product catalog linked to its account, tagging a product is as easy as tagging an individual in a post. Instagram's shoppable post feature gives companies amazing opportunities to turn followers into customers (Smith 2020). Companies can reach new customers, decrease the purchase barrier, and significantly shorten the sales funnel by utilizing the shoppable post feature of Instagram (Lara 2020).
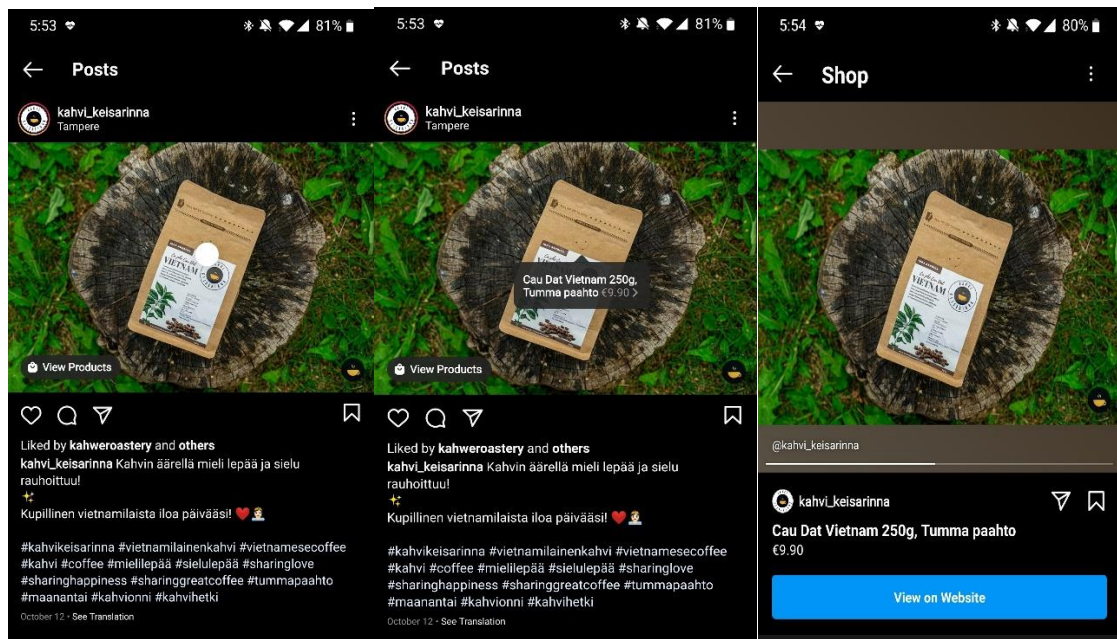
Figure 4: Shoppable posts feature on Instagram

Figure 4 illustrates a shoppable post feature on Instagram from the coffee brand – Kahvi Keisarinna. When Instagram users tap the photo or the white dot in the photo, the coffee's bag name and the price will appear. After tapping the price, users will be taken to the screen with the link to view the product on Kahvi Keisarinna's website.

Social Media Stories

In the past couple of years, stories have become one of the biggest trends on social media, and it is still the same in 2020 (Barnhart 2020). Social media stories allow users to post a series of photos and videos that can be viewed within 24 hours. Adding a website link to a company's stories is a great way to boost website traffic and grow conversion rates. Embedding links in stories will provide opportunities for companies to advertise products and services. Stories can make a huge difference in marketing strategies by promoting discounts and sales and attracting users' attention before an upcoming event. (Bickov 2018.) It is expected that there will be approximately 500 million users use Instagram Stories every day in 2020 (Newberry 2019).

Today, social media platforms allow users to add interactive elements to their stories. These elements can make the content on stories more engaging. There are three main elements that companies can consider to use. The first element is the location tag. If companies add location tags in their stories, users can easily discover more about the place by tapping on the location tag. The second element is the text. The story's content becomes more creative by using colorful text and interesting fonts. The third element includes stickers, gifs, and emojis. These visual elements can be used to express emotions and moods. (Griffin 2020.)
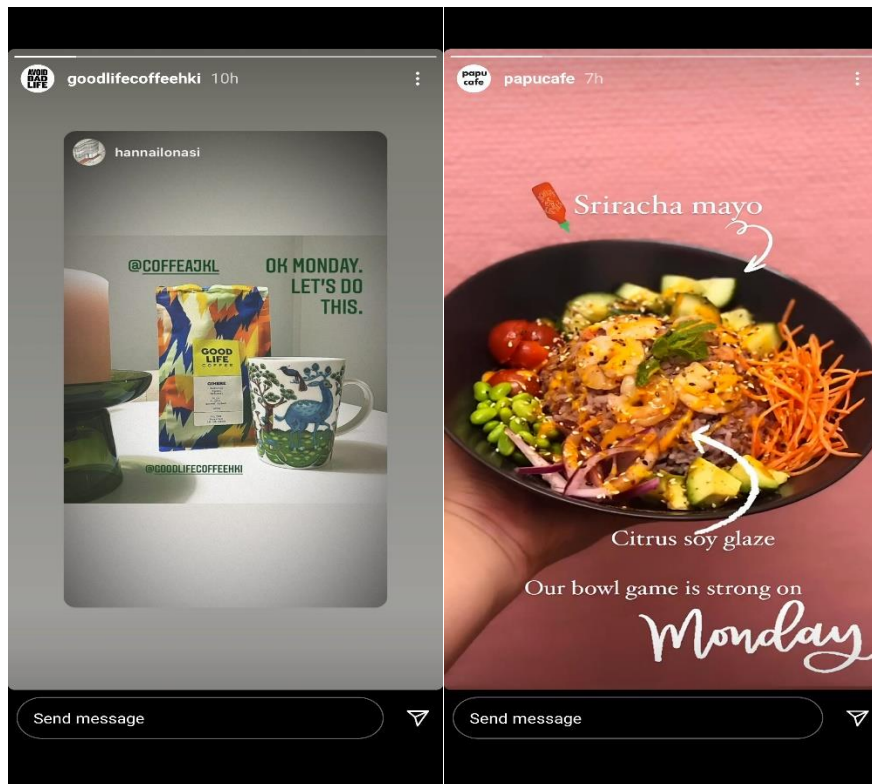
Figure 5: Stories on Instagram

Figure 5 is the illustration of Instagram's stories from Good Life Coffee Helsinki and Papu Coffee. In the picture on the left side, Good Life Coffee Helsinki shares stories of its customer. Good life Coffee can share customer's stories because the customer tagged Good Life Coffee account in their post. The picture on the right side is the food picture at Papu Coffee using visual elements such as stickers, arrows, and attractive fonts.

Social Media Contests

Contests are effective because the idea of winning excites people, and there are also some psychological reasons behind that. The idea of giveaways increases oxytocin levels, and this makes participants feel happy. The contest takes advantage of the power of urgency to convince the audience to take action to meet their instant gratification. It builds an environment that affects the intense desire to win of participants. (Holtman 2019.) In fact, more and more brands run contests and promote their products on Facebook and Instagram today because there is a large number of followers linked to their products (Martini 2017).

Contests make a brand becomes more visible when a large audience sees the contest posts. Running a contest that emphasizes sharing will provide the company with a great opportunity to reach a greater number of people (Spilka, 2020.) The contest can increase the number of followers for social media accounts of a company. It incentivizes the audience to take action

in return for an opportunity to win prizes that the company offers. Sales will grow after establishing brand awareness and increasing the number of followers. Contests can convert leads into customers, particularly the winners, since they try the company's products for free, and they may return to buy more if they feel satisfied with the products. Engagement on social media posts of the company can be increased thanks to contests. Attracting new and relevant followers can increase likes, shares, and comments for the company's social media pages. (Lee 2020.) Additionally, contests that focus on user-generated content, for example, photo competition, will encourage followers to do marketing for the company (Holtman 2019).

Most followers are more likely to share their personal information with companies due to the lure of prizes. Email address is one of the choices that the company can acquire from followers. It allows the company to send newsletters, discounts, and surveys. It is also a good chance to ask followers questions such as how they heard about the contest and the company's product. The company can use these pieces of information in tailoring and personalizing future communications more efficiently. (Holtman 2019.)
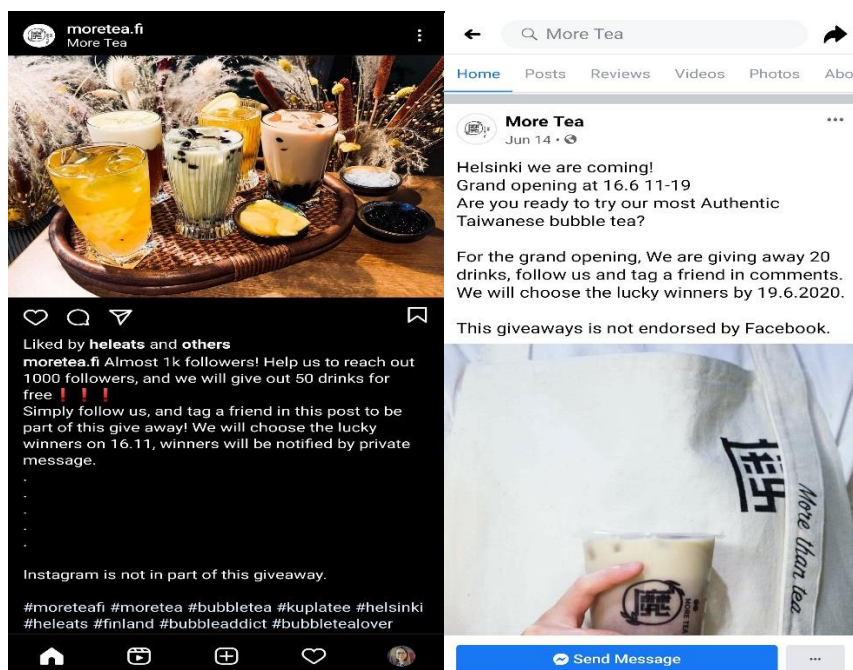

Figure 6: Contests on social media

Figure 6 is the illustration of contests on social media accounts of More Tea Helsinki. The picture on the left side is the contest on the Instagram account of More Tea, and the picture on the right side is the contest on the Facebook page of More Tea. In both contests, Instagram and Facebook users have to follow More Tea page and tag a friend in the post if they want to have opportunities to win the prizes from More Tea. Every winner will receive a drink for free.

Artificial Intelligence (AI) Powered Chatbot

Artificial Intelligence (AI) is one of the top marketing trends in recent years. As technology develops continually, AI is expected to be the norm in marketing by 2025. (Roy 2019.) According to Finance Digest (2020), AI will handle 95 percent of customer interactions, including online conversations and live calls, by 2025. 75 percent of companies state that using AI can improve customer satisfaction by more than 10 percent (Columbus 2018). An AI-powered chatbot is considered an important tool in customer relationship management because it can interpret complicated requests and personalize replies. More than 50 percent of customer queries can be handled through AI-powered chatbots. (Roy 2019.) AI-powered chatbots can start a conversation with users through a chat interface, for example, a pop-up text box on the website (Sauders 2017).

Good customer service 24/7 will positively impact customer satisfaction, and companies can offer 24/7 service thanks to AI-powered chatbot. Programmed chatbots provide automated responses to repetitive questions right away. However, when a more complex action is required, chatbots will forward requests to human customer service representatives. Chatbots help companies save time and solve more significant cases rather than spend a lot of time on solving simple tasks. Besides, there is no customer has to wait when the company can manage more tasks at the same time with the assistance of chatbots. This enables businesses to scale up their operations across the whole world without increasing incoming inquiries to be dealt with (Saunders 2017.)

Chatbots not only help companies to save time but also reduce costs by not paying for extra customer service staff (Brenner 2020). According to Chatbots Life (2020), AI-powered chatbots can cut operating costs up to 30 percent. However, the human aspect of marketing is still essential; hence the idea of using AI-powered chatbots is to improve marketing efforts, not to replace totally real staff behind them (Brenner 2020). Besides, companies can use chatbots to monitor buying patterns and customer behaviors by tracking user data. Businesses can track orders and responses that customers give chatbots to anticipate answers based on customer language and guide them to recommend different products and services to customers. Chatbots will notify sales and marketing staff when personalized services are required. (Saunders 2017.)
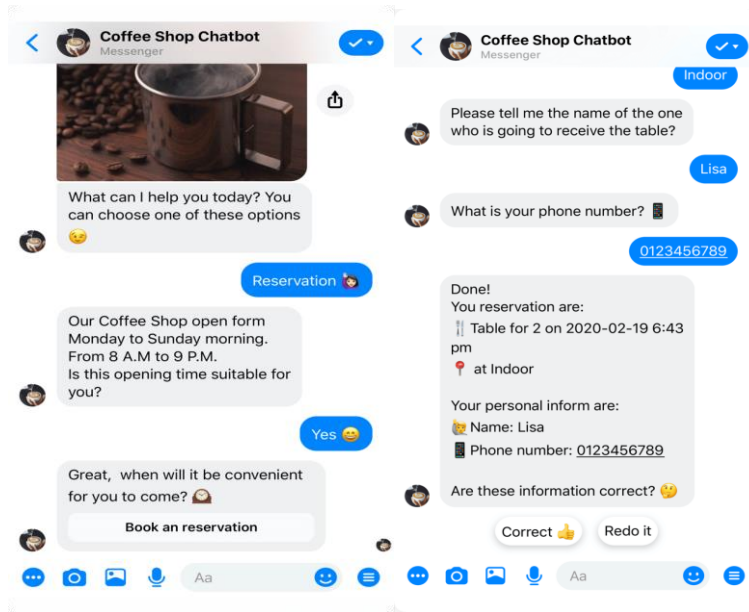
Figure 7: Chatbot helps a customer in booking reservation

Figure 7 shows the chatbot example that helps a customer book a reservation at a coffee shop. The chatbot initiates a conversation with the customer, and it will give responses based on the customer's answers. Figure 7 shows that the chatbot informs the customer about the opening time of the coffee shop and asks questions such as the date and time for a reservation, where the customer wants to sit, name, and phone number to confirm the reservation with the customer.

Google My Business Listing

A great advantage of Google My Business for local businesses is the capability to incorporate search engine results in marketing. Google Search is one of the first places people will go to if they want to search for products and services online. 46 percent of searches have local intent, and a business's location is the main piece of information that local customers want to look for. Google My Business listing is one of the easiest and fastest ways to appear on Google Search. Customers can quickly find information about companies through various devices, thanks to the Google My Business listing. (Agarwal 2020.)

Google My Business is a free tool that enables companies to manage their online presence on Google Search and Google Maps. Google My Business is a listing that shows the basic information of a company such as name, location, opening hours, website, and contact information. (Agarwal 2020.) To ensure the information shown is correct, the company needs to verify its Google Business listing and update information regularly. Verified companies are regarded as more reputable than unverified companies. Verifying Google My Business helps the

company avoid fraud if anyone else poses as the company's owner and claims that the listing belongs to them. (Lara 2020.)

If a user looks for products or services on Google, the results are dominated by local search listings. For that reason, Google My Business page of a company will be shown amid the listings when the user looks for products within that company's locality. (Agarwal 2020.) "Near me" searches will be displayed if the company acquires a geographically-identified

location with Google My Business listings (Lara 2020). Companies are 70 percent more likely to draw the attention of local users by having a Google My Business listing (Agarwal 2020). In fact, a company that has a complete business profile is viewed as twice as trustworthy by users. This makes the company more appealing to locals and visitors from other regions and tourists. (Google My Business 2020.)
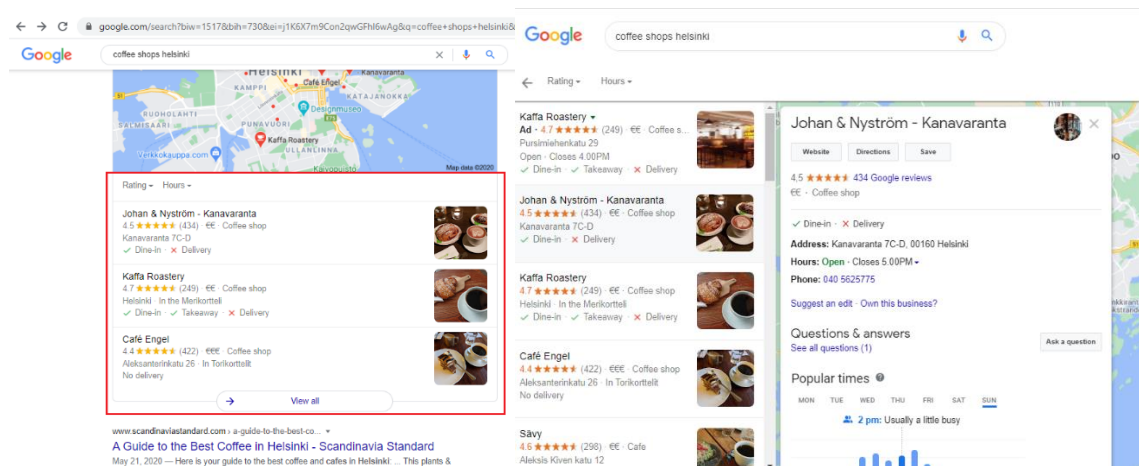

Figure 8: Examples of Google My Business listing

Figure 8 shows examples of Google My Business listing. The author typed in the phrase "coffee shops Helsinki" in the Google search bar. The part covered by the red line is the results that Google suggested. By clicking one of the results, each coffee shop's information, such as rating, website link, directions, address, opening hours, and contact number, will appear.

Online Reviews

Online reviews can increase or damage the ability of a company to appeal to new customers. While any enterprise can exaggerate their products and services, customers can still give actual and unbiased reviews. Getting a lot of reviews from verified sources aids the company stands out from its competitors. This also establishes trust with customers before they click on the company's website. (Lara 2020.) Reviews considerably influence on purchase decision of customers. Approximately 90% of consumers read online reviews to assess the company's quality, and most of them will select products that have good reviews. 88 percent of people believe in online reviews as much as a personal recommendation. (Agarwal 2020.) 94 percent

of online consumers said that they would avoid visiting businesses and buying products that have negative reviews (Willas 2020).

Google My Business is one of the most trusted sources of online reviews for companies to receive, and Facebook is also a great source of reviews (Lara 2020). Google My Business allows customers to give reviews about businesses. It increases the company's attraction to potential customers, and the company receives real assessments about what the company is doing well and what it needs to enhance. Google uses reviews as a ranking factor to decide where to put companies on search results. Online reviews occupies 10 percent of how search engines evaluate rankings on search engine results pages. (Agarwal 2020.)

Companies can establish a relationship with customers by responding to their reviews on Google Bussiness. When receiving positive reviews from customers, companies should thank customers for making them feel appreciated and encourage return visits. When receiving negative reviews, companies can win over unsatisfied customers by replying to their reviews delicately. Even though companies cannot change customer's minds, at least responding to customer's feedback shows other prospective customers that companies are responsive. (Google My Business 2020)

5   Steps to Create a Digital Marketing Plan

Marketing planning is the systematic process that leads to a series of marketing activities and decisions for a particular organization within a specific period of time. It is an internal document that describes the market situation and marketing strategies for supporting the accomplishment of a company's goals over a defined duration, normally one year. (Wood 2017, 4.) Digital marketing planning relates to marketing planning in the online business environment. Opportunities for business growth can be highlighted and reviewed by the digital marketing plan through targeting prospective customers or through the launch of new products and services. (Chaffey & Smith 2017, 556-558.) Every organization needs to create a structured plan in guiding their marketing efforts. Marketing planning helps an organization concentrate on its customers, determine what it can offer to customers in the competitive environment, and allocate marketing resources effectively. (Wood 2017, 4.) Therefore, in this section, the author will present a digital marketing plan in six steps shown in figure 9 below.
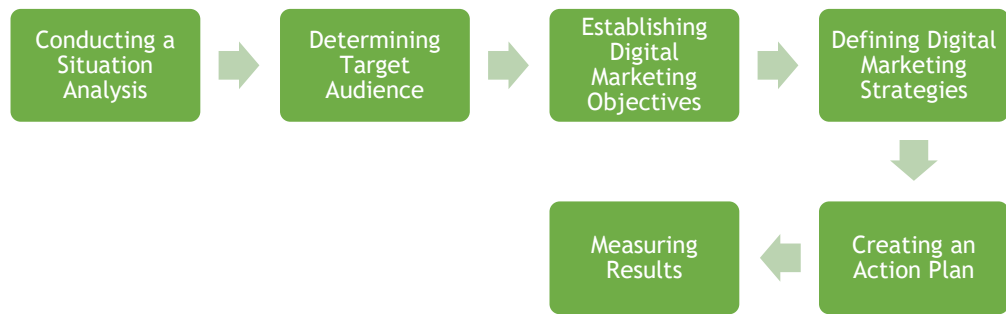
Figure 9: Six Steps to Create a Digital Marketing Plan (Storm 2019)

Figure 9 demonstrates six steps to build a digital marketing plan. The first step is conducting a situation analysis. The second step is determining the target audience. After establishing digital marketing objectives, defining digital marketing strategies is the fourth step. The next step is to build an action plan, and measuring results is the last step of the digital marketing plan.

Step 1: Conducting a Situation Analysis

Situational analysis analyzes the external and internal factors that affect a business (Lake 2019). SWOT analysis is a useful tool for carrying out a situational analysis. SWOT analysis allows a company to understand its strengths and weaknesses and to identify opportunities open to it and threats it faces. (Peñalver 2019.) SWOT is the acronym for Strengths, Weaknesses, Opportunities, and Threats.

Strengths are positive internal factors that the company can control. Strengths can be what the company has done well or characteristics that differentiate the company from its competitors. Strengths can also include intangible resources and tangible assets. Intangible resources consist of skilled employees, knowledge, and reputation. Tangible assets comprise equipment, certificates, and business capital. (Word Stream 2020.)

Weaknesses are negative internal factors that the company needs to improve to compete with its competitors. Weaknesses can be what the company lacks or what its competitors are doing better than it. The more the company identifies its weaknesses precisely, the more enhancement it can make. (Rock Paper Scissors 2020.)

Opprtunities are positive external factors that will help the company to grow. Opportunities can be potential markets that the company has not reached yet or emerging needs for its products and services. Threats are negative external factors that can negatively affect the company's existence. Threats can be emerging competitors, changes in customer behavior, government regulations, or recession. The better the company can recognize potential threats, the sooner it proactively deals with these threats. (Rock Paper Scissors 2020.)

Step 2: Determining Target Audience

A company cannot create an effective digital marketing plan if it does not know who it tries to reach. In order to determine the target audience, the company can build customer personas. (Storm 2019). Personas are fictitious profiles that are created as a means of portraying a specific group based on their common interests. Personas represent a "character" that the company can engage. Personas can bring diverse views on service, helping the company identify and engage the varied groups that might emerge in the target market. Effective personas could change focus from abstract demographics to the needs of real persons. The personas might be fictitious, but they show real motivations and reactions. (Stickdorn & Schneider 2011, 172 -173.)

Vaughan (2020) defines customer personas are semi-fictional depictions of ideal customers formed on data and research. A company can devote time to prospective customers, direct product growth to satisfy the demands of target customers, and coordinate all work in the company thanks to customer personas. Subsequently, the company will have the ability to draw the attention of high-value visitors and customers. Understanding customer personas is crucial in developing products, driving sales, and content creation. (Vaughan 2020.)

While creating customer personas, the company needs to take demographics, psychographics, and technographic into account. To be specific, demographics include gender, age, income, occupation, education, and marital status. Psychographics consist of hobbies, values, and consumer behavior. Technographics is related to the technology adoption and usage habits of consumers. These three factors play an important role in establishing an accurate customer persona because demographic information provides basic information of typical customers, psychographic information explains the potential engagement of customers with the company, and technographic information helps the company to distribute the relevant content to customers depending on the device or application that they use. (Gregorio 2020.)

Step 3: Establishing Digital Marketing Objectives

Digital marketing objectives support all marketing strategies. Attaining digital marketing objectives can help a company to accomplish overall business goals, whether improving overall revenue or growing brand awareness. Establishing digital marketing objectives is a good way to motivate the company's staff to work towards to reach better results for the company. More importantly, the objective setting is how the company can create and develop plans and strategies that support its goals and assist the company in achieving those goals. (Bullock 2020.)

Many criteria can be used in setting goals. However, SMART goal setting would be the best option for digital marketing goals because of three reasons following. First, it provides the company a clear direction. Second, it ensures that marketing goals are relevant to the business objectives of the company. Lastly, it places a great deal of emphasis on monitoring the performance, which is significant in digital marketing. (Bullock 2020.)

The first letter of SMART goal setting is S – Specific. The company needs to be specific to its goals. The second letter of SMART is M – Measurable. Key performance indicators (KPIs) help the company to know whether it has reached its goals. The company can understand whether its digital marketing efforts actually paid off and how these efforts translate into revenue. With some digital marketing strategies, it would not be easy to measure results and understand how they convert into sales, especially social media marketing. (Bullock 2020.)

The third letter of SMART goal setting is A – Achievable. It is good to aim high when setting goals. However, if it is so high, it will become unrealistic. Therefore, the company needs to set goals that are possible to achieve. The fourth letter of SMART setting goal is R – Relevant. The company needs to ask itself how digital marketing goals assist it in achieving business goals. At the end of the day, the company develops all marketing strategies to grow its business. It is advisable to set business goals before setting digital marketing objectives that help the company reach predefined business goals. The last letter of SMART goal setting is Time-bound. The company should set a clear deadline for its digital marketing objectives. (Bullock 2020.)

Step 4: Defining Digital Marketing Strategies

After conducting a situation analysis of the company, determining the target audience, and setting objectives, it is time for determining digital marketing strategies. This step starts with picking the most suitable channels for brand advertising and customer communication. The digital marketing channels are chosen based on the characteristics of customer personas and predefined objectives. For example, if the company wants to reach a younger audience, it is worth paying attention to social media sites such as Instagram and TikTok. (Rock Content 2020.)

The goals affect approaches that the company will use. If the company focuses on promoting products and attaining the highest possible reach, paid advertising would be a good way. However, if the company wants to educate customers about its products, the content marketing strategy will be a perfect way. It is possible for approaches to co-exist and support each other as long as the company manages them well. (Rock Content 2020.)

Step 5: Creating an Action Plan

An action plan is a checklist of actions and activities that a company needs to accomplish to meet predefined goals (Indeed 2020). The marketing action plan describes strategies that support the mission and vision of the company. An action plan is specific documentation that contains tactics, timetable, responsible party, budget, and status of the company. With a complete marketing action plan, the company can make a strategic decision concerning its position in the market, budget, and marketing effectiveness.

Step 6: Measuring Results

Measuring results helps the company know whether it succeeds in achieving predefined goals (Storm 2019). Measuring the effectiveness of digital marketing strategies and activities will help the company adjust what does not work to meet the goals it set (Peñalver 2019). It is crucial to monitor results regularly to make sure that the company is running the best campaign. Key performance indicators (KPIs) can be used to determine the success of marketing campaigns. Key performance indicators (KPIs) are statistics that help the company define whether it attained the established goals. If the company does not attain its objectives, KPIs will allow the company to reconstruct campaigns to gain better results. The company can change or optimize strategies to reach customers better. (Storm 2019.)

6 Research Methods

In business studies, to answer research questions, primary data is collected by most researchers. Once deciding to collect primary data, the researcher has to choose what methods will be used. To collect primary data, the researcher can do an interview, observation, experiment, or survey. Nevertheless, the data collection methods are chosen based on an overall evaluation of which data type is required for a specific research issue. (Ghauri & Grønhaug 2010, 103.)

Qualitative research explores depth and quality from a small sample size. Researchers might need to conduct qualitative research when exploring a research subject for the first time. Qualitative research provides essential information for creating a questionnaire in the following quantitative phase. New products and services or ideas for the advertising campaign can be tested by qualitative research. (Hague, Cupman, Harrison & Truman 2016, 45 - 47.) According to McLeod (2019), qualitative data is descriptive, and it refers to a phenomenon that can be observed but not quantified. Depth interviews, focus groups, and observations are common methods of qualitative data collection (DeFranzo 2020).

Quantitative research provides data collected from large samples that enable measurement and statistical analysis (Hague et al. 2016, 105). In comparison with qualitative data collection methods, quantitative data collection methods are more structured. Quantitative data collection methods include online surveys, paper surveys, telephone interviews, and face-to-face interviews. (DeFranzo 2020.) Quantitative research can be used for market measurements. These measurements are needed for determining the percentage of customers who use products and services and their awareness of these products and services. The data from quantitative research can be used to segment the market or find out the buying tendency of customers. Quantitative studies are critical in measuring brand awareness and consumer attitude towards brands. (Hague et al. 2016, 107 – 108.)

In this thesis, the author uses non-participant observation and an online survey to conduct implementation researches. Non-participant observation is used to learn about digital marketing channels that other coffee shops in Helsinki use and how they use these digital marketing channels for advertising their brands. The online survey is carried out to determine the target audience and discover customer habits and behavior on social media platforms.

6.1   Non-Participant Observation

Observation is a data collection method that involves listening and watching other persons' behavior in a way that enables learning and analytical interpretation. One of the advantages of the observation method is gathering first-hand information in a natural setting. Besides, the observed behavior and situation can be interpreted more precisely by researchers. Observation also helps researchers to grasp social behavior dynamics in a way that could not be done through surveys and interviews. One of the disadvantages of the observation method is that it is difficult to convert the observed happenings into useful information scientifically. (Ghauri & Grønhaug 2010, 115.)

In non-participant observation, the situation is observed in a natural setting, but the researcher is not a part of that situation (Ghauri & Grønhaug 2010, 116). According to Macfarlan (2019), non-participant observation is observing participants without engaging directly. This method explains the phenomenon by getting in the community involved while remaining separate from the events being observed. Data collected from observation are more precise and objective because this approach is independent of respondents' unwillingness or inability to provide the needed information for the researcher (Ghauri & Grønhaug 2010, 117).

6.2   Processs and Results of Non-Participant Observation

The author decided to choose three famous specialty coffee shops in Helsinki: Cafetoria, Good Life Coffee, and Andante, to conduct the non-participant observation. The author ob-

serves ranking on Google search engines, websites, and social media platforms, including Facebook pages and Instagram accounts of these three coffee shops. Besides, the author also looks at their ratings and reviews on Tripadvisor and Google Reviews. In this part, the author introduces these three coffee shops mentioned above. After that, the author will explain the observation results thoroughly.

Cafetoria Roastery was established in 2002 in Lohja, Finland. Cafetoria's first coffee shop is located in Runeberginkatu 31, Helsinki, and this coffee shop was renovated in 2017. The second coffee shop of Cafetoria is opened in 2020, and it is located in Otaniemi, Espoo. Cafetoria achieved many awards, such as First Finnish Member of The Speciality Coffee Association in Europe, Best Enterprise in Lohja in 2011, and Second Place at the "Filter Coffee of the Year" of Helsinki Coffee Festival in 2019. Cafetoria offers high-quality coffee that is roasted by themselves at their roastery in Lohja. At the coffee shops of Cafetoria, customers can find a wide selection of freshly roasted coffee bags, coffee equipment, and accessories. They also serve fresh cakes and pastries from local bakeries. Besides, Cafetoria supplies coffee to retailers and other coffee shops in Finland.
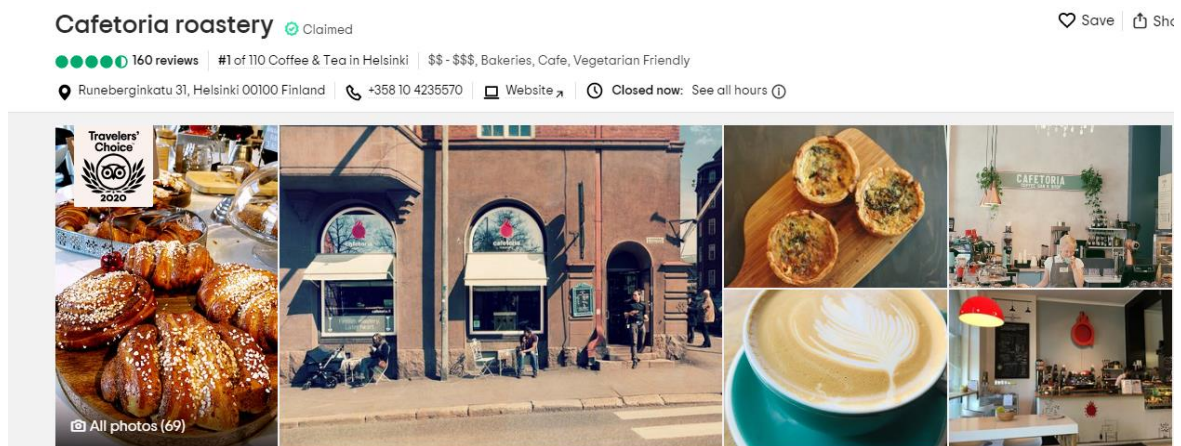

Figure 10: Cafetoria Roastery (Tripadvisor 2020)

Figure 10 shows pictures at Cafetoria coffee shop on Tripadvisor. The pictures of Cafetoria from outside and inside and the pictures of pastries and coffee can be seen in figure 10.

Good Life Coffee brand was founded in 2014. Its roastery is located in Sienitie 46, Helsinki, and its coffee shop is located in Kolmas linja 17, Helsinki. The coffee shop of Good Life Coffee closed in 2019, but its roastery is still in operation. Good Life Coffee also roasts coffee beans by themselves. It distributes coffee to many coffee shops in Finland and Europe, and other countries such as South Korea and the United Arab Emirates. Besides, Good Life Coffee sells its own branded merchandise such as tote bags, mugs, and posters.
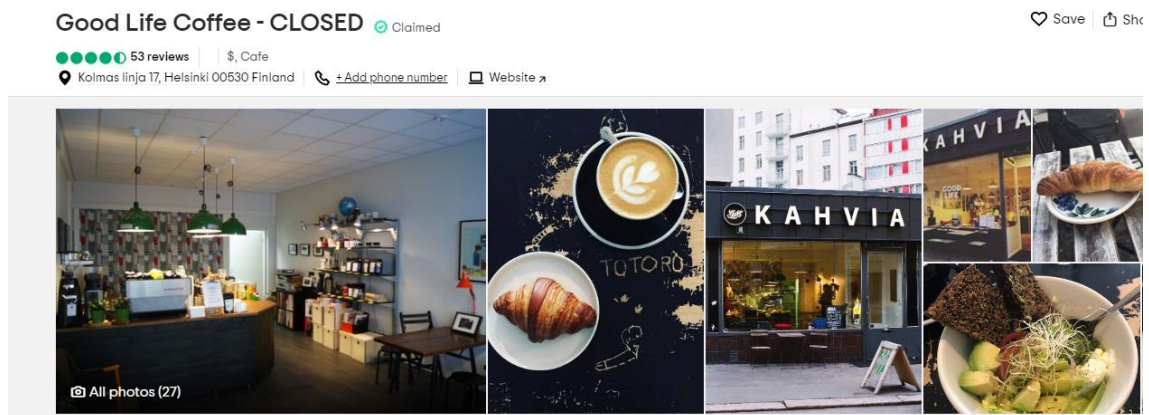
Figure 11: Good Life Coffee (Tripadvisor 2020)

Figure 11 illustrates photos at Good Life Coffee shop on Tripadvisor. The photos of Good Life coffee shop from inside and outside and the photos of coffee, pastries, and snacks can be seen in figure 11.

Andante was established in 2015, and the coffee shop is located in Fredrikinkatu 20, Helsinki. Andante serves the finest coffee from two brands La Cabra Coffee and Samples Coffee, along with fresh and healthy foods such as granola yogurt, avocado toast, and banana toast. Pastries at Andante are baked in-house with organic ingredients. The inside decoration of the coffee shop is a plus of Andante. There is a shelf with full of Finnish ceramic cups and saucers.
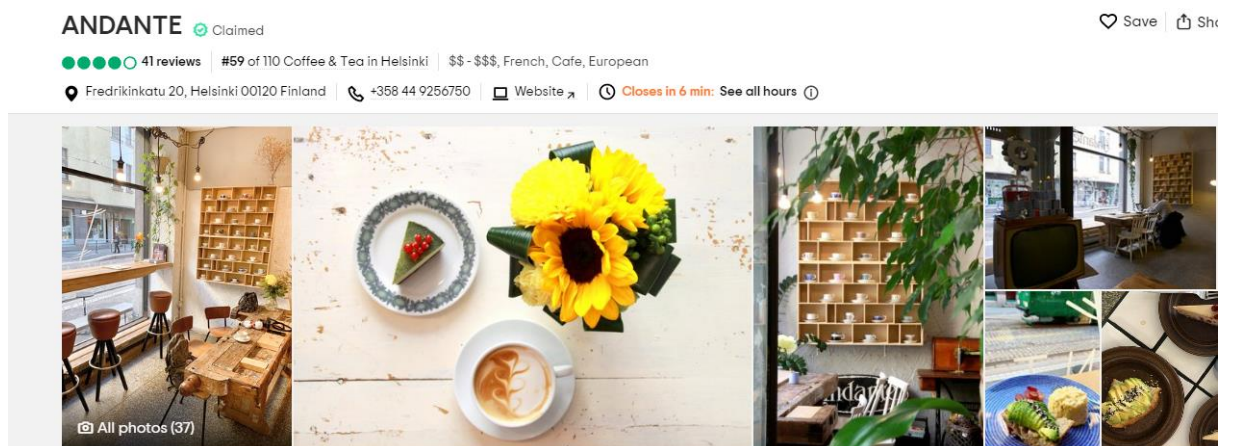

Figure 12: Andante (Tripadvisor 2020)

Figure 12 demonstrates photos at Andante on Tripadvisor. The picture of coffee, cakes, fresh foods, and Andante's decoration can be viewed from figure 12.

To find out rankings of the three selected coffee shops on the Google search engine results page, the author typed "best coffee shops in Helsinki," "Cafetoria", "Good Life Helsinki" and

"Andante" respectively in the search engine bar. The results can be seen in figure 13 and figure 14 below.

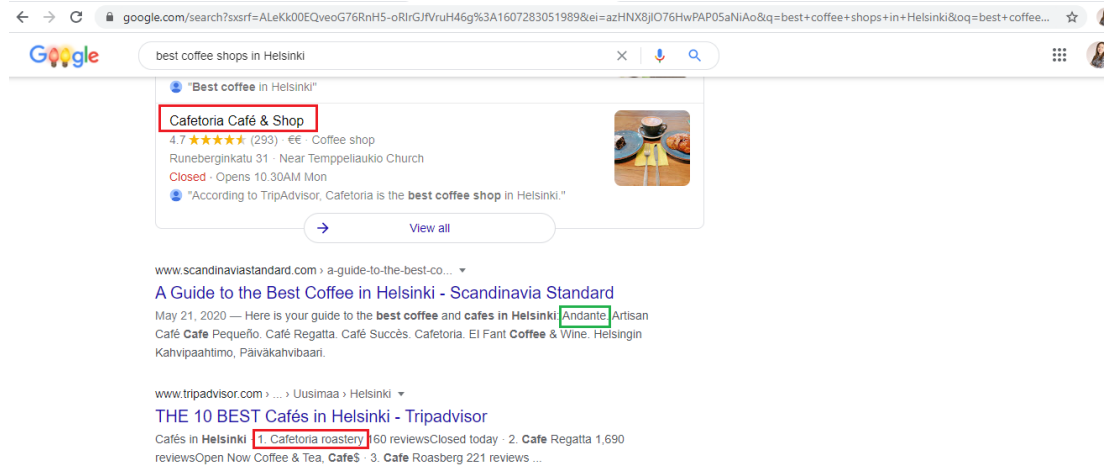Figure 13: Search engine results page of Google for the phrase "best coffee shops in Helsinki."

Figure 13 shows the results on Google's search engine page when the phrase "best coffee shops in Helsinki" is typed in. There are two results for Cafetoria, one result for Andante, and no result for Good Life Coffee.
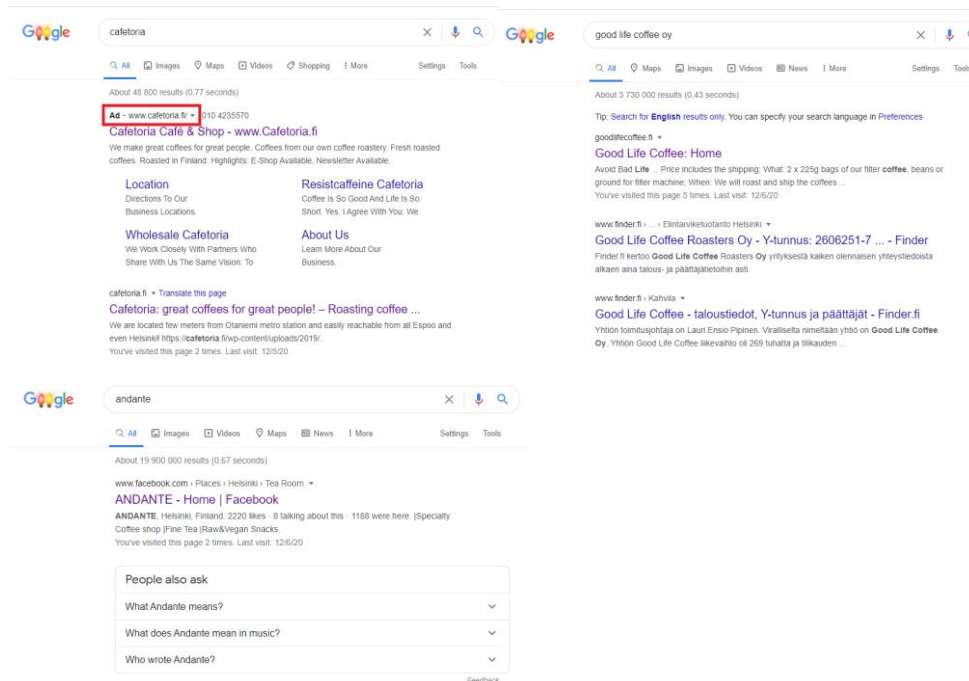

Figure 14: Search engine results pages of Google for "Cafetoria," "Good Life Coffee Oy," and "Andante"

Figure 14 illustrates the search engine results pages of Google for "Cafetoria," "Good Life Coffee Oy," and "Andante." It can be seen that Cafetoria appears at the top of the results with the "Ad" symbol, which means they are using paid search. Good Life Coffee also appears at the top results without the "Ad" symbol. Andante appears on the results page with the link to their Facebook page.

The author also found and visited the websites of the three selected coffee shops. However, the author could not find the website of Andante. Cafetoria has a complete website with nice photos and interesting content. Customers can find all of the information they need on Cafetori's website. On the website, Cafetoria offers 30 percent off for Mesina Kebele products, and customers have opportunities to win a 10 euros coupon if they write reviews about Mesina Kebele products of Cafetoria. There are many blog posts about products, events, owners, and Cafetoria staff on the website.
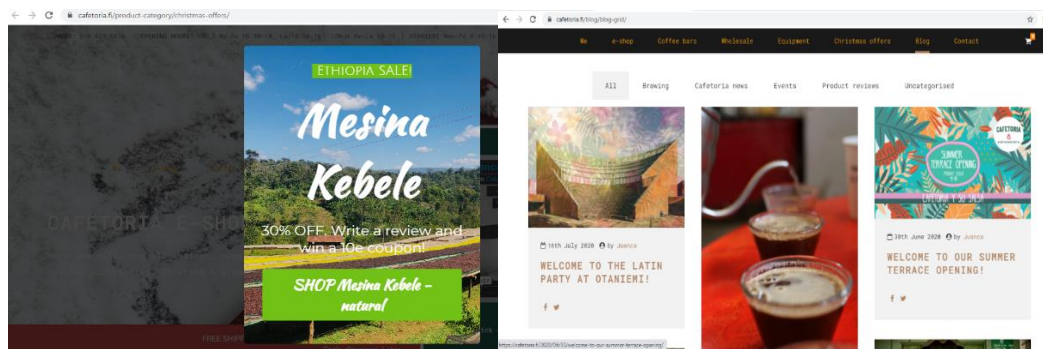
Figure 15: Website of Cafetoria

Figure 15 shows the photos of the Cafetoria website. The photo on the left side shows the discount and coupon offers for Mesina Kebele products. The photo on the right side shows blog posts of Cafetoria.

In comparison with the website of Cafetoria, Good Life Coffee's website is too simple. The website just provides information about roastery and coffee products. There are no special offers and blog posts on the website.

Figure 16: Website of Good Life Coffee

Figure 16 shows the picture of Good Life Coffee's wesite. The left side picture is the home page of Good Life Coffee's website. The right side picture is coffee products of Good Life coffee.

		Cafetoria	Good Life Coffee	Andante
Facebook	Followers	2598	2422	2217
	Rating	5/5	5/5	5/5
Instagram	Followers	1902	6941	3017

Table 1: Facebook and Instagram statistics of Cafetoria, Good Life Coffee and Andante
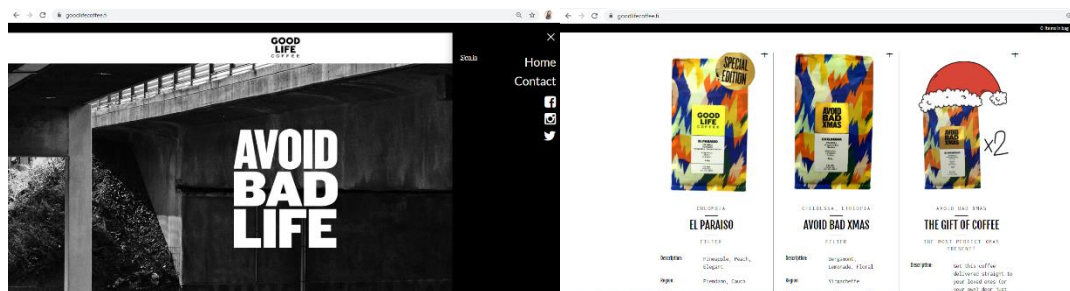
Table 1 shows Facebook ratings, Facebook followers and Instagram followers of Cafetoria, Good Life Coffee and Andante. All three selected coffee shops have good ratings on Facebook with more than 2000 followers. Good Life Coffee has the largest number of Instagram followers compared to Cafetoria and Andante
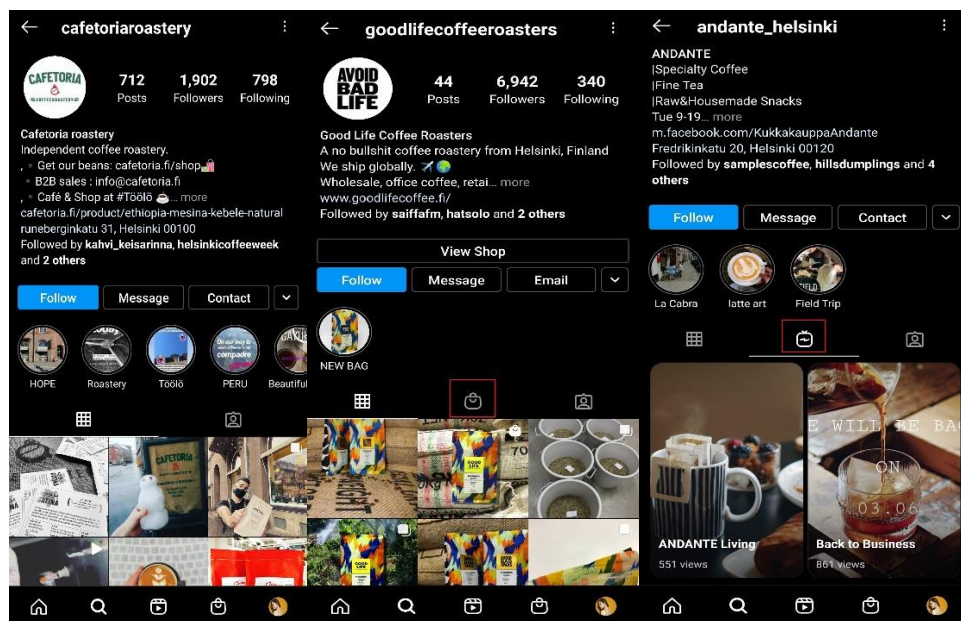

Figure 17: Instagram accounts of Cafetoria, Good Life Coffee, and Andante recorded on 7 December 2020

Figure 17 shows the Instagram accounts of Cafetoria, Good Life Coffee, and Andante, respectively. It can be seen from figure 17 that Good Life Coffee uses the shoppable posts feature of Instagram, while Cafetoria and Andante do not utilize this feature. The author mentioned the

shoppable posts feature in chapter 4 above. However, Andante uses the Instagram TV feature, while Cafetoria and Good Life Coffee do not use this feature. Instagram TV allows users to up-load high quality and long-form videos. With Instagram TV, users can create more interesting video content to increase audience engagement.

		Cafetoria	Good Life Coffee	Andante
Tripadvisor	Rating	4.5/5	4.5/5	4/5
	Reviews	160	53	41
Google Review	Rating	4.7/5	4.7/5	4.4/5
	Reviews	293	127	241

Table 2: Ratings and reviews on Tripadvisor and Google Review of Cafetoria, Good Life Cof-fee, and Andante recorded on 7 December 2020

Table 2 demonstrates ratings and the number of reviews of Cafetoria, Good Life Coffee, and Andante. Cafetoria and Good Life Coffee have higher ratings on TripAdvisor and Google Re-view compared to Andante. Cafetoria has more reviews on Tripadvisor and Google Review than Good Life Coffee and Andante. Most of the reviews of Cafetoria on Tripadvisor and Google Review are positive.

After conducting observations online on Cafetoria, Good Life Coffee, and Andante, the author found out that these three coffee shops use social media platforms, including Facebook and Instagram, to promote products/services, increase brand awareness and engage with their customers. Both Good Life Coffee and Andante utilize Instagram features for business, such as shoppable posts and Instagram TV. However, these three coffee shops do not have Youtube channels for posting high-quality videos to promote their coffee shops. Cafetoria uses paid search to gain a higher ranking on the Google search engine. It also offers discounts and cou-pons to promote coffee products on its website. All three coffee shops listed above have high ratings and good reviews on Tripadvisor, Google Review, and their own Facebook pages. Still, none of them reply to reviews of customers, including both positive and negative reviews.

6.3   Survey

A survey is defined as a method that provides a numerical description of patterns, behaviors, views of the population by analyzing a sample of that population. The researcher can make

inferences from the population based on sample results. (Creswell 2014, 155.) Another defini-tion of a survey is a data collection method that uses questionnaires or interview techniques to document respondents' verbal actions. The researcher can use surveys to collect opinions and attitudes of respondents as well as recording cause-and-effect relationships. (Ghauri & Grønhaug 2010, 118.) In the survey design, the questionnaire is one of the most common methods for collecting data. The questionnaire is the same set of questions that are answered by different respondents. It is an effective way to gather answers from a broad sample before quantitative analysis. (Saunders, Lewis & Thornhill 2016, 439.)

With the Internet's development, an online survey has become one of the most popular data collection methods. Respondents can receive online surveys through various digital channels such as websites, email, and social media platforms. According to Web Find You (2019), cost-effectiveness is one of the advantages of the online survey. Another benefit of an online sur-vey is that it allows researchers to collect data in a more timely manner than the handwritten survey. It only takes a couple of minutes to fill out online surveys, and this makes online sur-veys more appealing to respondents compared to handwritten surveys. Moreover, it is much faster to analyze and segment the results of online surveys than handwritten surveys. (Web Find You 2019.)

6.4   Process and Results of Survey

The author created an online survey form by using Google Forms. The online survey form is showed in Appendix 1. The online survey form was sent to 112 respondents via Facebook Mes-senger, Instagram, and WhatsApp. Target respondents are people who live, work, and study in the Helsinki Metropolitan Area. The process of collecting responses for this online survey took place in two days, from 6 December 2020 to 7 December 2020. The online survey results are showed in Appendix 2. The purposes of this online survey are to discover the habits and be-havior of customers on social media and to find out the most effective digital marketing chan-nels to reach and connect with customers. This survey will help the author determine digital marketing strategies and create a digital marketing plan for the author's future coffee shop in the next chapter.

The author received 112 responses from respondents. From the results of the first question, "What is your gender?", 55.4% of the respondents are female. The second question of the sur-vey is, "What age group do you belong to?". The results of the second question are shown in figure 18 below. The third question is, "What is your occupation?". The third question results show that respondents have different backgrounds such as student, chef, waiter/waitress, restaurant shift manager, personal trainer, engineer, office worker, bank teller, warehouse manager, etc. The first three questions can be used to determine the target audience and create customer personas.

2. What age group do you belong to?
112 responses

Legend:
- Under 18 years old
- 18 - 24 years old
- 25 - 30 years old
- 31 - 36 years old
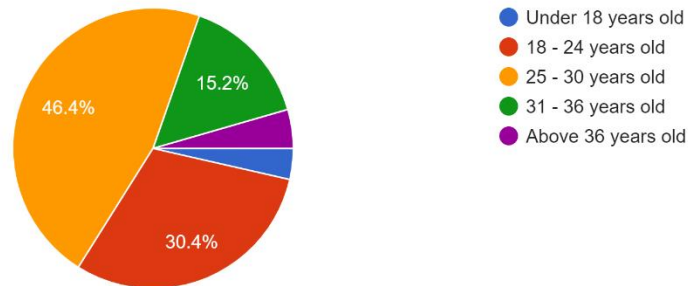- Above 36 years old

46.4% / 15.2% / 30.4%

Figure 18: The percentage of respondents segmented by age group (n=112)

Figure 18 illustrates the percentage of respondents segmented by age group. 25 to 30 years old is the largest age group, accounting for 46.4% of respondents. The second largest age group is from 18 to 24 years old (30.4%), and the third largest age group is from 31 to 36 years old (15.2%).

4. Which social media platforms do you use the most?
112 responses

- Facebook: 94 (83.9%)
- Instagram: 72 (64.3%)
- YouTube: 81 (72.3%)
- LinkedIn: 36 (32.1%)
- Twitter: 8 (7.1%)
- line: 1 (0.9%)
- Reddit: 1 (0.9%)
- Whatsapp: 1 (0.9%)
- Tiktok: 1 (0.9%)
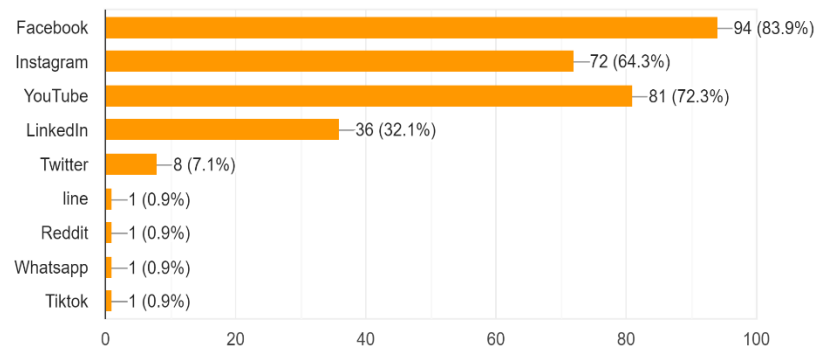
Figure 19: The percentage of social media platforms that used the most by respondents (n=112)

Figure 19 demonstrates the percentage of social media platforms that were used the most by respondents. The most popular social media platform is Facebook, which is used by 94 out of 112 respondents. Youtube is the second most popular social media platform used by 81 out of 112 participants. Among 112 respondents, 72 people use Instagram, and this makes Instagram become the third popular social media platform. These data are helpful in choosing the most effective social media platforms to reach the audience.

The fifth question is, "At what times are you most active on social media?". This question's results are used to determine the best time for posting and advertising on social media. 63 out of 112 (56,3%) respondents are most active from 9 pm to 12 am. 38/112 (33,9%) respondents are active on social media from 5 pm to 8 pm. 23 out of 112 (20,5%) respondents are using social media in the period of time from 9 am to 12 pm. This means that around 9 pm is the best time for new posts on social media.

7. Which social media platforms do you use to follow coffee shops?
68 responses
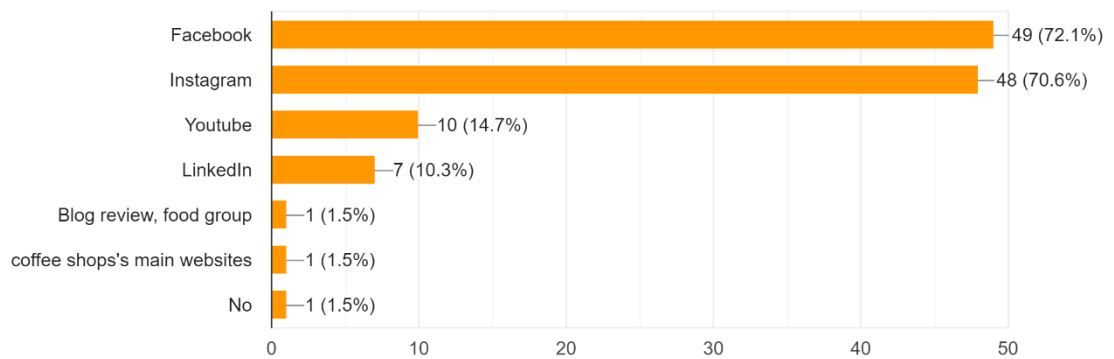
Figure 20: The percentage of social media platforms that is used by respondents to follow coffee shops (n=68)

Question number 6 and question number 7 are asked to determine whether respondents are interested in following coffee shops on social media and which social media platforms they use to follow coffee shops. The sixth question is, " Do you follow coffee shops on social media? If no, you can move to question number 11". 112 respondents answer this question. 58.9 percent of respondents said that they follow coffee shops on social media. Figure 20 shows the percentage of social media platforms that are used by respondents to follow coffee shops. Facebook and Instagram are the two most popular social media platforms used by most survey respondents to follow coffee shops.

8. Reasons you follow a coffee shop on social media
67 responses
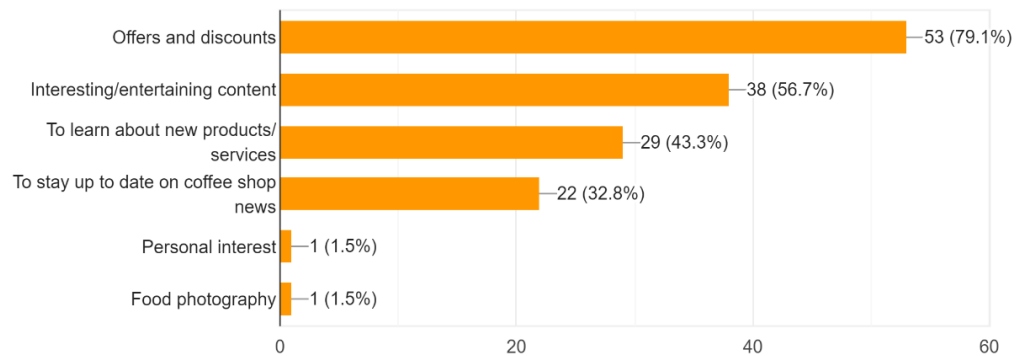
Figure 21: Reasons why respondents follow a coffee shop on social media (n=67)

Figure 21 shows the reasons why respondents follow a coffee shop on social media. 53 out of 67 respondents said they follow a coffee shop on social media because of offers and discounts. 38 out of 67 respondents answered that they follow a coffee shop's social media due to its interesting or entertaining content. 29 out of 67 survey participants responded that learning about new products and services is why they follow a coffee shop on social media.

"Are you interested in participating in social media contests of a coffee shop to get prizes, discounts, or coupons?" is the ninth question of the online survey. This question received 70 responses. 72.9% of respondents are interested in taking part in social media contests of a coffee shop. This shows the importance of running contests on social media to promote a coffee shop brand.

10. Which content you want to see on social media of a coffee shop?
70 responses

Figure 22: Types of content that respondents want to see on social media of a coffee shop (n=70)

Figure 22 shows the types of content survey participants would like to see on social media of a coffee shop. 67 out of 70 respondents want to see photos and 5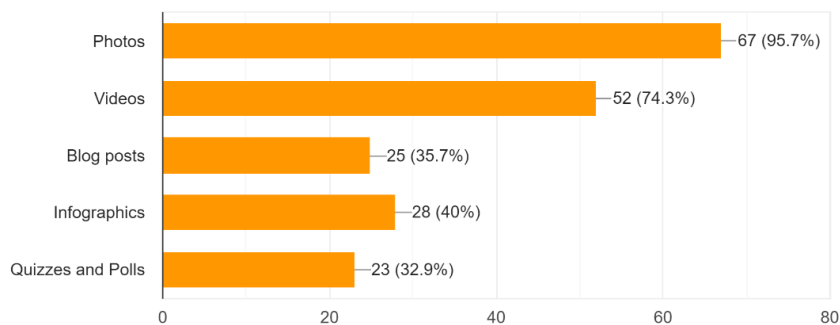2/70 respondents are interested in watching videos of a coffee shop on social media. In addition, quizzes and polls, blog posts, and infographics are types of content that respondents expect to see on social media of a coffee shop. This information can be used to design content marketing for the author's future coffee shop.

The eleventh question in the online survey is "Do reviews and ratings affect your decision about going to a coffee shop?". This question is asked to assess the importance of reviews and ratings to respondents. 112 respondents replied to this question. 42% of respondents said that reviews and ratings influence their decision about going to a coffee shop. 39.3% of respondents replied that reviews and ratings affect their decisions sometimes. 18.8% of respondents answered that their decisions would not be affected by reviews and ratings.

The twelfth question is, "Which review sites you read before going to a coffee shop?" received 105 responses. 74/105 respondents read reviews on Google Review. 64 out of 105 respondents read reviews via Facebook. 44/105 respondents choose Tripadvisor to read reviews of a coffee shop. This data shows that it is important for coffee shops to have accounts on Google Business, Facebook, and Tripadvisor because customers can read and write reviews on these three review sites.

The last question of the survey is, "Are you interested in filling out an email signup form on the website of a coffee shop to get discounts and special offers?". 112 respondents responded to this question. 50.9% of survey participants said they are willing to give their email addresses to get discounts and special offers. Even though the results show that nearly half of respondents are not interested in filling out an email signup form on the website, collecting customer's emails is still important because it helps a coffee shop stay in contact with customers. Customer loyalty and customer engagement can be increased thanks to email marketing.

7   Creating a digital marketing plan for a specialty coffee shop

The author can understand the importance of digital marketing to a company and key digital marketing components through chapters 1 and 2. Chapter 3 helps the author to keep up with existing and future trends in digital marketing. This is also helpful for the author to consider these trends while creating a digital marketing plan. In this chapter, a digital marketing plan for a specialty coffee shop will be created based on what the author has learned and the non-participant observation and online survey results in chapter 6. This digital marketing plan

consists of a business description, SWOT analysis, target audience, digital marketing goals, digital marketing strategies, action plan, and measurement.

7.1   Business Description

ChoCoCha is a brand new specialty coffee shop that will be opened in the Helsinki center in June 2021. ChoCoCha will be operated as a Sole Proprietorship that is owned and runs by the author. The mission statement of ChoCoCha is to provide high-quality coffee with friendly customer service. ChoCoCha's slogan is "Great Coffee - Great Life." ChoCoCha values customer experience for every cup of coffee. During the first year, ChoCoCha uses coffee roasted by Finnish roasteries to understand what types of coffee and coffee tastes that Finns enjoy. In the second year, the author will invest in building her own roastery.

At ChoCoCha, customers can choose coffee brewing methods that they wish for their coffee, such as Espresso machine, Chemex, Syphon, Pour Over, Aeropress, or French Press. ChoCoCha stands for **Cho**colate, **Co**ffee, and mat**Cha**. Like the coffee shop's name, it sells high-quality coffee, Japanese premium matcha green tea, and chocolate drinks, along with cakes and pastries freshly made from local bakeries, granola yogurt bowl, and healthy toasts such as avocado toasts and berries toasts. ChoCoCha would like to introduce the Vietnamese traditional coffee phin filter to Finnish customers. Vietnamese coffee phin filter and Vietnamese baguette will be the best combination to start a new day. Vietnamese baguettes of ChoCoCha are freshly made in-house every day. Besides, ChoCoCha sells coffee brewing equipment and its branded merchandise such as canvas tote bags, T-shirts, mugs, thermoses, and water bottles. The coffee shop is designed in a contemporary style, but it creates a relaxing atmosphere for customers.

Among the products listed above, specialty coffee is still the main product that ChoCoCha focuses on. According to Perfect Daily Grind (2017), specialty coffee is Arabica coffee that has a cupping grade above 80 points on a scale from 0 to 100. The definition of specialty coffee and its grading are developed by Specialty Coffee Association of Europe and Specialty Coffee Association of America. Specialty coffee is planted between 1500 and 2000 meters above sea level, and it is always carefully picked by hand. Specialty coffee needs special care from farmers to ensure the best quality. (Slurp 2020.)

7.2   SWOT Analysis and Target Customer

In this part, the author presents a SWOT analysis and target audience of ChoCoCha. SWOT analysis is a framework used to identify ChoCoCha's strengths, weaknesses, opportunities, and threats. It helps ChoCoCha build up its strengths, overcome its weaknesses, seize opportunities for success, and minimize threats. SWOT analysis is also helpful in formulating a strategic plan. Determining the target audience helps ChoCoCha create a better digital marketing plan.

To determine the target audience, ChoCoCha builds target audience personas based on the online survey results in chapter 6.

SWOT Analysis

In terms of strengths, location is considered as one of ChoCoCha's strengths. ChoCoCha Coffe Shop is located in the Helsinki center with high foot traffic. The next strength is that ChoCo-Cha provides high-quality coffee roasted by local roasteries and premium matcha green tea imported from Japan, and other drinks made from quality ingredients. The third strength of ChoCoCha is skilled and knowledgeable baristas. Great customer service is the fourth strength since customer service is one of the top priorities of ChoCoCha. Besides, ChoCoCha brings unique Vietnamese coffee and baguette experience to customers.

Regarding weaknesses, as a new entrant, ChoCoCha is less popular and less reputable than other coffee shops in Helsinki center. The next weakness of ChoCocha lacks of funds to expand its operation. As a young entrepreneur, the owner has no experience in managing a business. Besides, the limited Finnish proficiency of the owner is one of the weaknesses for ChoCoCha since it will be opened in Finland.

In relation to opportunities, Finland is one of the countries with the largest coffee consumption per person in the world. The average roasted coffee consumption per capita in Finland is approximately 10 kilograms. The volume of imported coffee in Finland has grown in recent years. The number of green beans imported to Finland reached 75,000 tons in 2019, and Finnish roasteries take nearly 80% of imported green coffee beans. (Statista 2020.) Moreover, increasing specialty coffee demand is a good opportunity for ChoCoCha. Besides, ChoCoCha builds a user-friendly website that customers can easily purchase coffee products online with a home delivery service.

Concerning threats, other specialty coffee shops in Helsinki center such as Cafetoria, Andante, Artisan Café, and Papu Cafe are direct competitors of ChoCoCha. Coffee franchises such as Robert's Coffee, Espresso House, and Starbucks are indirect competitors of ChoCoCHA. Pandemic is one of the threats that can decrease customers' numbers visiting ChoCoCha and slow down sales. The rising prices of coffee and milk in the future can be a threat to ChoCo-Cha.

Target Audience

Target customers of ChoCoCha are people who value high-quality coffee, especially specialty coffee. According to the online survey results in chapter 6, the biggest customer age group of ChoCoCha is from 25 to 30 years old. The second biggest age group is from 18 to 24 years old.

The third largest age group is from 31 to 36 years old. The author creates three target audience personas for these group age groups.

Nancy Nguyen

Demographics

- Gender: Female
- Age: 23 years old
- Occupation: Student
- Income: €700 per month
- Marital Status: Single

Needs

- A place for meeting friends at weekends
- A place for team meetings to do school assignments during weekdays
- A coffee shop that offers discounts for students
- A nice coffee shop for taking photos of coffee, foods and interior design

Hobbies

- Going to coffee shops
- Hanging out with friends
- Photography
- Music

Social Networks

Social Media Usage and Habits

- Usually active on social media, especially Instagram and Facebook
- The most active time on social media: 9pm – 12am
- Checks social media many times per day
- Follows her favorite coffee shops on Instagram to see artistic photos and to stay up to date on discounts and offers

Values

- Aromatic coffee
- Friendly customer service
- Skilled and knowledgable baristas
- Environmentally friendly

Buying Behavior

- Reads reviews of coffee shops on Tripadvisor and Google Review, but her decision about going to a coffee shop can be affected sometimes by bad reviews
- Reads blog posts to learn about coffee shops in town
- Interested in buying branded merchandise of coffee shops such as tote bags and mugs
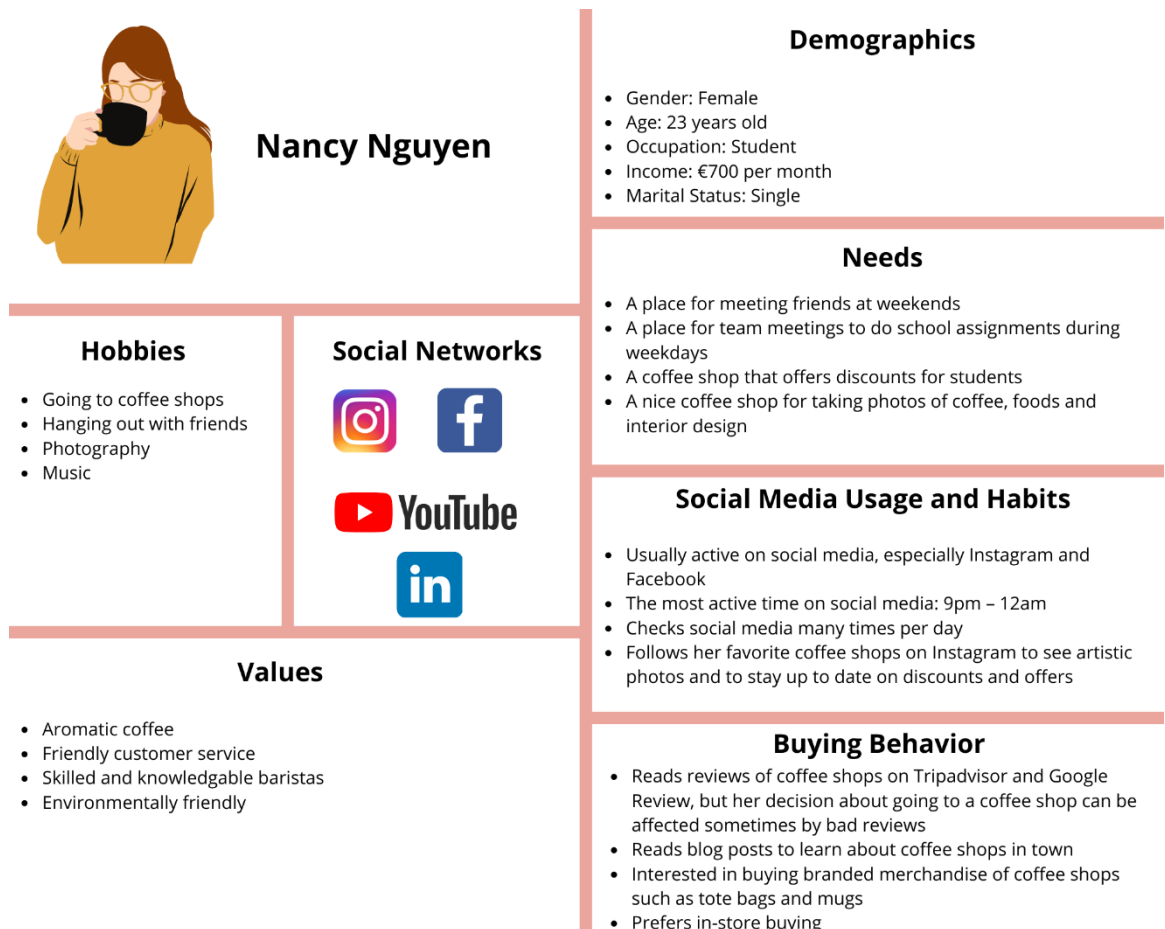- Prefers in-store buying

Figure 23: ChoCoCha's target audience persona 1

Figure 23 is the target audience persona that represents the second largest customer age group of ChoCoCha. This age group is very active on social media. It is possible to say that social media is a part of their daily life. It can be seen in figure 26 that Nancy is a coffee lover. She follows her favorite coffee shops on Instagram to see these coffee shops' artistic photos and stay up to date on discounts and special offers. This means that ChoCoCha needs to regularly upload photos and stories and inform about discount programs on Instagram to draw customers' attention and engage with existing followers of ChoCoCha on Instagram.

Nancy learns about coffee shops in town through reading blog posts on the Internet. This requires ChoCoCha to write and publish blog posts on the Internet. It will be greater if bloggers write about ChoCoCha or ChoCoCha is mentioned in posts on other blog pages. Nancy values skilled and knowledgeable baristas, then ChoCoCha can create videos that show the skills of baristas and videos that share coffee knowledge from baristas. These videos will be posted on Instagram TV and the YouTube channel of ChoCoCha.

Nancy is keen on taking photos at coffee shops. To satisfy her photography passion and to build brand awareness at the same time, ChoCoCha carries out a contest on Instagram and Facebook as follows. Customers take photos at ChoCoCha coffee shop or products of ChoCoCha and post these photos on their social media pages and tag ChoCoCha's account in their posts. Customers who have pictures that are chosen by ChoCoCha will receive prizes or special offers.

Nancy is interested in purchasing branded merchandise from coffee shops. ChoCoCha sells its branded merchandise at the store and on its website. Branded items of ChoCoCha bought and used by customers increase brand awareness for ChoCoCha. Besides, Nancy also values the environmentally friendly aspect of a coffee shop. Information on discounts and offers is posted on Instagram and Facebook by ChoCoCha. To encourage customers' environmental protection, ChoCoCha offers 10 percent off for customers who bring their own mugs when buying takeaway coffee and 20 percent off for customers who bring mugs bought from ChoCoCha when buying takeaway coffee.

Benjamin Mäkinen

Demographics
- Gender: Male
- Age: 30 years old
- Occupation: Office Worker
- Income: €2,700 per month
- Marital Status: Single

Hobbies
- Watching Youtube
- Playing billiards
- Playing guitar
- Running

Social Networks
YouTube
Instagram Facebook
LinkedIn Twitter

Needs
- A coffee shop that sells specialty coffee
- A cozy place for working and that place has sockets for charging his laptop
- Ordering coffee bags online, but coffee beans roasted according to his preference

Social Media Usage and Habits
- Uses different social media platforms
- The most active time on social media: 9pm – 12am
- Follows coffee brands on Instagram to learn about new products

Values
- Local and small businesses
- Quality over quantity
- Online convenience

Buying Behavior
- Does not care about reviews on review sites
- Willing to filling out signup email form on a coffee shop's website for discounts and special offers
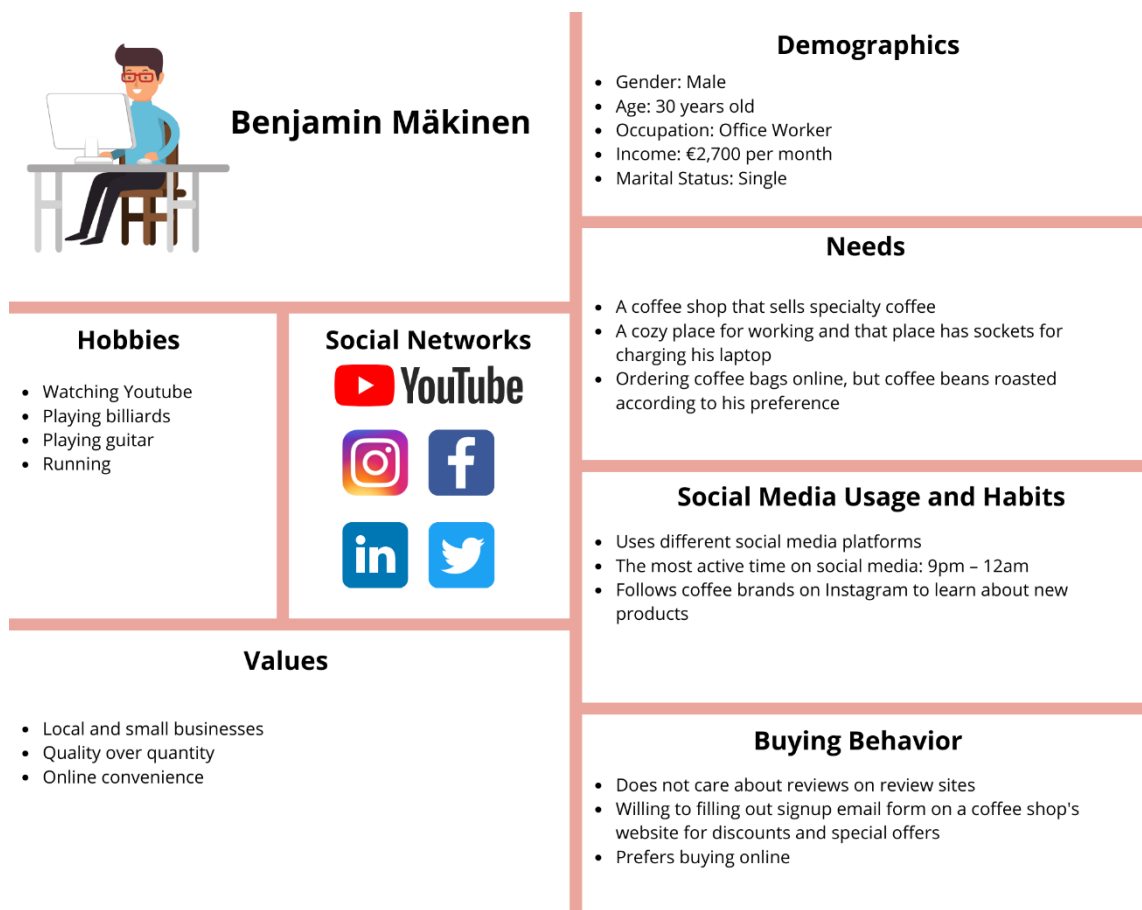- Prefers buying online

Figure 24: ChoCoCha's target audience persona 2

Figure 24 is the target audience persona of ChoCoCha of the age group from 25 to 30 years old. Figure 27 shows that Benjamin follows his favorite coffee brands on Instagram to learn

about new products, and his most active on social media is from 9 pm - 12 am. This means that ChoCoCha should post information about new products on Instagram at around 9 pm. Benjamin is willing to fill out signup emails for discounts and special offers on a coffee shop website because he buys coffee products online. To do this, ChoCoCha can add a pop-up signup email form on its website and incentivize customers to give their emails by offering discounts. Benjamin wants to order customized coffee online. To meet Benjamin's needs, ChoCoCha builds a user-friendly website that Benjamin can easily make coffee orders according to his references.

Maari Saarinen

Demographics

- Gender: Female
- Age: 36 years old
- Occupation: Sourcing Manager
- Income: €5,000 per month
- Marital Status: Married

Needs

- A place for meeting her clients
- A place that has a relaxing atmosphere to enjoy reading books
- Tasting coffee brewed by different methods such as Chemex, Siphon and Pour Over
- Buying coffee equiment to brew coffee at home

Hobbies

- Cooking
- Baking
- Reading
- Yoga

Social Networks

Social Media Usage and Habits

- The most active time on social media: 5pm – 8pm
- Watches how-to videos on YouTube

Values

- High quality coffee
- Foods freshly made in-house
- Customer care
- Sustainability

Buying Behavior

- Always reads reviews on Google Review, Tripadvisor and Facebook before going to a coffee shop
- Reviews affect her buying decision
- Prefers in-store buying

Figure 25: ChoCoCha's target audience persona 3

Figure 25 is ChoCoCha's target audience persona of the age group from 31 to 36 years old. It can be seen from figure 28 that Maari always reads reviews before going to a coffee shop, and reviews matter to her. Therefore, it is important for ChoCoCha to reply to customer reviews, including both good and bad reviews on review sites, to make a good impression on review readers and prospects. Maari often watches how-to videos on YouTube, and she wants to buy coffee equipment to brew coffee by herself at home. To create valuable video content that helps Maari and reaches other audiences, ChoCoCha makes how-to videos, for example, "How to brew Chemex coffee at home."

7.3   Digital Marketing Objectives and Strategies

After carrying out non-participant observation on other coffee shops in chapter 6, the author found that coffee shops nowadays use social media for brand promotion and staying in contact with their customers. A website is important for a coffee shop because it is where customers can shop online and learn about the coffee shop. The online survey results in chapter 6 show that Facebook, Instagram, and Youtube are the most effective social media platforms for the coffee shop to reach customers and increase brand awareness. The author presents the digital marketing objectives of ChoCoCha before and after the grand opening day and strategies to achieve these objectives in the table below. The digital marketing objectives are set based on SMART goal setting criteria, which is explained in chapter 5.

Objectives	Strategies
• Increase the number of visits to ChoCoCha's website up to 1500 after three months since the grand opening day	• Build a website for ChoCoCha and add the web site's link to social media accounts and Google My Business listing • Create an account for ChoCoCha on Google My Business and Tripadvisor • Write blog posts
• Increase the number of followers on ChoCoCha's Facebook page up to 700 before grand opening day • Reach 1000 followers on Instagram accounts of ChoCoCha before grand opening day • Increase up to 500 views on YouTube channel after three months since the grand opening day	• Carry out contests and giveaways on Facebook and Instagram • Upload posts, stories on Instagram and Facebook • Run paid advertisement on Facebook and Instagram within two weeks before the grand opening day • Create how-to videos on Youtube
• Increase customer email list up to 200 emails after four months since grand opening day	• Add email pop-up box on ChoCoCha's website

Table 3: Digital marketing objectives and strategies of ChoCoCha

Digital marketing objectives and strategies of ChoCoCha

Table 3 shows the digital marketing objectives of ChoCoCha and strategies to attain these objectives. The objectives of increasing views on the website and YouTube channel, likes on the

Facebook page, and followers help ChoCoCha build and increase brand awareness. Increasing emails in the customer email list are helpful to ChoCoCha in building customer relationships with customers.

7.4   Action Plans and Measurement

In this part, the author creates a digital marketing action plan for ChoCoCha. The action plan consists of tactics, timetable, responsible party, budget, and measurement for each action. This action plan will be implemented to achieve the objectives listed above. This action plan includes actions as follows building ChoCoCha's website, creating and verifying ChoCoCha's account on Google My Business and Tripadvisor, writing blog posts on ChoCoCha's website, doing marketing on Facebook and Instagram, and producing videos on YouTube channel's Cho-CoCha.

Building ChoCoCha's website	
Tactics	• Create ChoCoCha's website by using web development services of Wix software company • Design the functional and user-friendly website • Link Facebook page and Instagram account to the website • Add ChoCoCha's website link on Google. • Add email sign-up pop-up box on the website. Website visitors get 10% off when purchasing ChoCoCha's products online and at the store if they fill out an email sign-up form. • Add an AI-powered live chatbot to the website. The chatbot can be created on IntelliTicks, which is a chatbot platform.
Completion date	Before the grand opening day
Responsible party	The owner
Budget	• €25 per month for using Wix • €16.47 per month for installing the AI-powered chatbot of IntelliTicks
Measurement	• The number of visitors and website traffic can be tracked through Wix Analytics.

	• The number of chatbot users and conversations can be monitored through IntelliTicks Analytics.

Table 4: Building ChoCoCha's website plan

Table 4 shows the plan of building a website to increase visitors for ChoCoCha's website. The functional and user-friendly website makes online purchase easier for customers. The AI-powered live chatbot on ChoCoCha's website helps customers make online orders and answer customer questions 24/7. Customers can also make a reservation with the AI-power live chat.

Creating and verifying ChoCoCha's account on Google My Business and Tripadvisor	
Tactics	• Add ChoCoCha website's link to Google My Business • Add address and contact information on Google My Business Google Reviews and Tripadvisor • Update opening hours on Google Reviews and Tripadvisor • Reply both positive and negative reviews of customers on Google Reviews and Tripadvisor
Timetable	Before the grand opening day
Responsible party	The owner
Budget	It is free to create an account on Google My Business and Tripadvisor.
Measurement	Reviews and ratings on Google Review and Tripadvisor

Table 5: Plan of creating and verifying ChoCoCha's account on Google My Business and Tripadvisor

Table 5 illustrates the plan of creating and verifying the account of ChoCoCha on Google My Business and Tripadvisor. Customers can easily find ChoCoCha on Google search engine when it has accounts on Google My Business listing and Tripadvisor. ChoCoCha can receive customer feedback on Google Reviews and Tripadvisor to improve the quality of products and services.

Blog posts on ChoCoCha's website	
Tactics	• Hire freelance blog writers

	• Research keywords, long-tail keywords, and phrases to de-termine topics for blog posts • Create titles including keyword research for blog posts
Timetable	2 blog posts per month
Responsible party	• The owner • Blog writers
Budget	• €0 if the owner write blog posts • At least €40 for one blog post. However, blog posts price varies depending on the blog post's length and price re-quested by blog writers.
Measurement	• Google Keyword Planner tool is used to conduct keyword re-search. • Google Analytics is used to track visits, returning visitors, and average time on page.

Table 6: Writing blog posts plan

Table 6 demonstrates the plan of writing blog posts on ChoCoCha's website. Blogging is a type of content marketing. Blog posts can contribute to increasing visitors to ChoCoCha's website.

Facebook and Instagram Marketing	
Tactics	• Running paid advertisements on Facebook and Instagram • Conduct contests and giveaways on Facebook and Instagram • Use shoppable posts feature and Instagram TV • Post stories on Instagram. Content for Instagram stories can be photos of products, employees, and customers of ChoCo-Cha • Create interactive content on Instagram's stories on such as polls and quizzes • Share stories of followers who tag ChoCoCha in their stories • Offer discounts on special days such as Valentine's Day, Mother's Day, Father's Day, Halloween, etc.

	• Create a Facebook Messenger chatbot
Timetable	• Paid Facebook advertisements and paid Instagram adver- tisements are run within two weeks before grand opening day • Contests and giveaways are carried out before the grand opening day • Post Instagram stories every day • Update posts on Facebook page and Instagram accounts three times per week.
Responsible party	The ower
Budget	• €12.39 for Adobe Lightroom and Adobe Photoshop, which are used for editing photos of ChoCoCha. • €5.91 per 1000 impressions for Facebook advertising • €5.51 per 1000 impressions for Instagram advertising
Measurement	• The number of followers, likes, shares, and comments can be seen through Facebook Insights • The number of followers can be viewed through Instagram Insights. Besides, other information of followers such as lo- cation, age range, gender, and most active time can also be seen through Instagram Insights

Table 7: Facebook and Instagram marketing plan

Table 7 shows the Facebook and Instagram marketing plan of ChoCoCha. Facebook and Insta-gram are the two main social media platforms that ChoCoCha uses to increase brand aware-ness and engage with its customers. In Instagram marketing, ChoCoCha uses shoppable posts feature and Instagram TV. The shoppable posts feature of Instagram was introduced in chap-ter 4. The author learned about the Instagram TV feature by observing the Andante coffee shop's Instagram account in subchapter 6.2.

Producing videos on the YouTube channel of ChoCoCha	
Tactics	• How-to videos such as how to brew Chemex coffee, how to brew the best pour-over coffee, and so on • Videos that share coffee knowledge

	• Videos that introduce ChoCoCha products
Timetable	Upload a new video every month
Responsible party	The owner
Budget	€24.75 per month for Adobe Premiere Pro, which is a video editing software when the owner in charge of making videos
Measurement	Channel Analytics of YouTube is used to track video views and sub-scribers.

Table 8: Plan of producing videos on ChoCoCha's YouTube channel

Table 8 demonstrates the plan of producing videos on the YouTube channel of ChoCoCha. Videos on ChoCoCha's YouTube channel can be used to post on Instagram TV and ChoCoCha's Facebook page. ChoCoCha can draw the audience's attention on social media platforms, including Facebook, Instagram, and YouTube, by creating compelling videos.

8   Conclusion

As mentioned in the introduction part, this thesis's main goal is to create a digital marketing plan for the author's future coffee shop: ChoCoCha. Another goal of this paper is to answer which digital marketing channels or a combination of which digital marketing channels the coffee shop can use to build brand awareness, reach potential customers, and engage with customers. After researching digital marketing theories and carrying out non-participant observation and the online survey, the author's answer to the question above is that one coffee shop should not use only one digital marketing channel and should not use individually digital marketing channels either. To create an effective digital marketing plan, the coffee shop needs to combine different digital marketing channels, and these digital marketing channels have to support each other.

Through the theoretical part, the author gains knowledge of digital marketing and five digital marketing components and understands the importance of digital marketing. Moreover, the author updates emerging and future trends of digital marketing. This not only helps the author develop a better digital marketing plan, but it also helps the author imagine how today's marketing works. The theory of steps to create a digital marketing plan helps the author know the order of steps when drawing up the digital marketing plan.

In the research method part, the non-participant observation was conducted to determine which digital marketing channels coffee shops in Helsinki have used to promote their brands.

The author carried out an online survey to discover customer habits and behavior on social media, types of content that customers want to see on social media, and the influence of reviews and ratings on customer decisions. The online survey results help the author determine the target audience and the most effective social media platforms to reach prospects. The planned outcome was achieved; the author created the digital marketing plan for a specialty coffee shop based on theoretical backgrounds and implementation research results.

This thesis does not cover all of the digital marketing components with an in-depth explanation. However, it listed and presented fundamental components of digital marketing clearly and easily for the readers. The author designed a cost-effective digital marketing plan for a specialty coffee shop. Even though this plan is not the best digital marketing plan, the author believes it is the most effective digital marketing plan, especially for small new coffee shops with limited digital marketing budgets.

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Figures

Tables

Appendices

Appendix 1: Online Survey Form

Online Survey

Thank you so much for participating in this survey.
It only takes a couple of minutes to complete this survey.
The results of this survey will be used as materials for my thesis.

* Required

---

1. What is your gender? *

○ Female

○ Male

○ Other: _____

---

2. What age group do you belong to? *

○ Under 18 years old

○ 18 - 24 years old

○ 25 - 30 years old

○ 31 - 36 years old

○ Above 36 years old

---

3. What is your occupation? *

Your answer

4. Which social media platforms do you use the most? *

☐ Facebook

☐ Instagram

☐ YouTube

☐ LinkedIn

☐ Twitter

☐ Other: _____

5. At what times are you most active on social media? *

☐ 9am - 12pm

☐ 1pm - 4pm

☐ 5pm - 8pm

☐ 9pm - 12am

☐ After 12am

6. Do you follow coffee shops on social media? If no, you can move to question number 11. *

○ Yes

○ No

7. Which social media platforms do you use to follow coffee shops?

☐ Facebook

☐ Instagram

☐ Youtube

☐ LinkedIn

☐ Other: _____

8. Reasons you follow a coffee shop on social media

☐ Offers and discounts

☐ Interesting/entertaining content

☐ To learn about new products/services

☐ To stay up to date on coffee shop news

☐ Other: _____

9. Are you interested in participating in social media contests of a coffee shop to get prizes, discounts or coupons?

○ Yes

○ No

10. Which content you want to see on social media of a coffee shop?

☐ Photos

☐ Videos

☐ Blog posts

☐ Infographics

☐ Quizzes and Polls

☐ Other: _____

11. Do reviews and ratings affect your decision about going to a coffee shop? *

○ Yes

○ No

○ Sometimes they affect my decision

12. Which review sites you read before going to a coffee shop?

☐ Google Reviews

☐ Facebook

☐ Tripadvisor

☐ Yelp

☐ Other: _____

13. Are you interested in filling out email signup form on the website of a coffee shop to get discounts and special offers? *
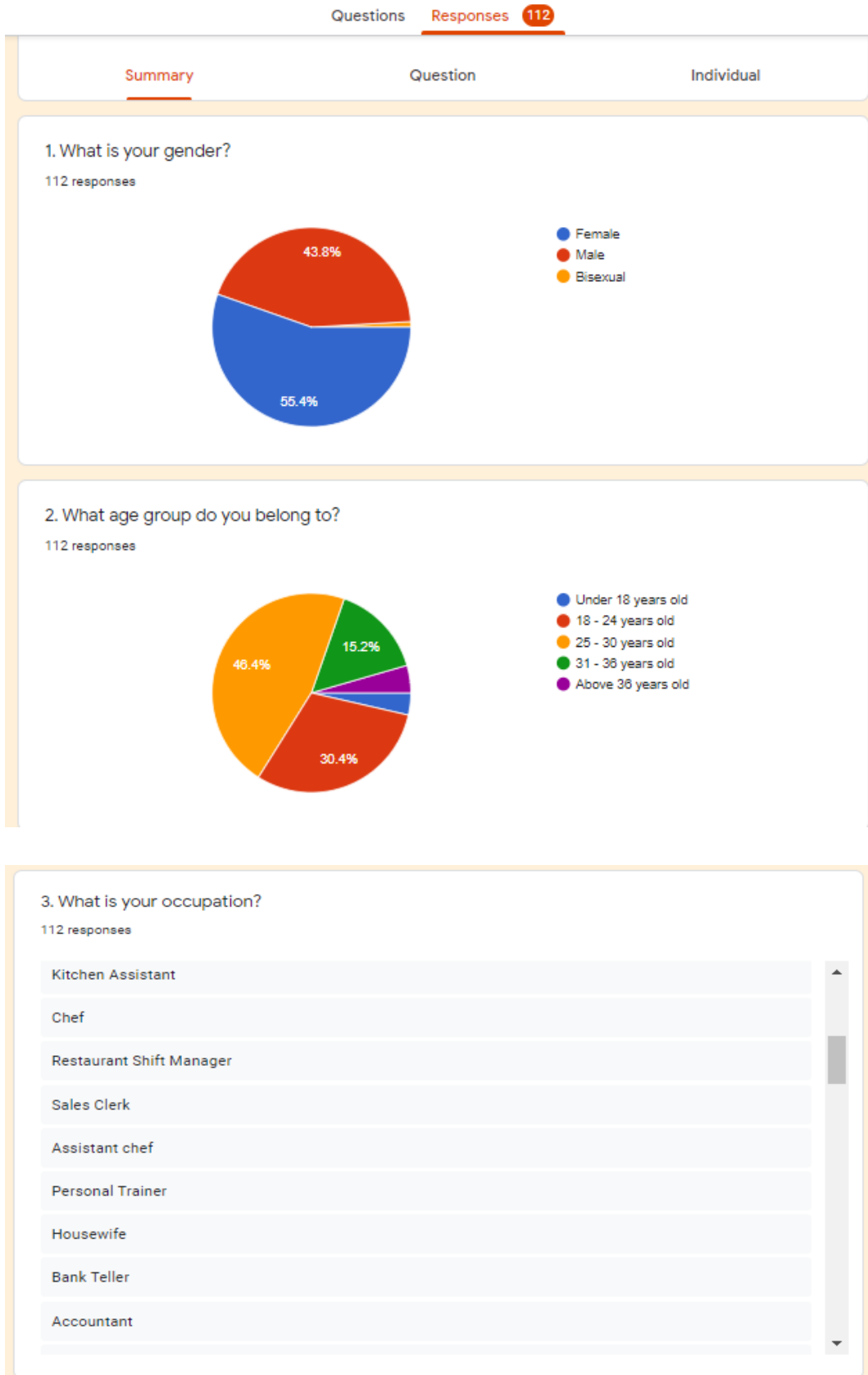
○ Yes

○ No

Submit   Page 1 of 1

Appendix 2: Online Survey Responses

Summary   Question   Individual

1. What is your gender?
112 responses

- Female
- Male
- Bisexual

43.8%

55.4%

2. What age group do you belong to?
112 responses

- Under 18 years old
- 18 - 24 years old
- 25 - 30 years old
- 31 - 36 years old
- Above 36 years old

46.4%

15.2%

30.4%

3. What is your occupation?
112 responses

Kitchen Assistant

Chef

Restaurant Shift Manager

Sales Clerk

Assistant chef

Personal Trainer

Housewife

Bank Teller

Accountant

4. Which social media platforms do you use the most?

112 responses

Platform	Value
Facebook	94 (83.9%)
Instagram	72 (64.3%)
YouTube	81 (72.3%)
LinkedIn	36 (32.1%)
Twitter	8 (7.1%)
line	1 (0.9%)
Reddit	1 (0.9%)
Whatsapp	1 (0.9%)
Tiktok	1 (0.9%)

5. At what times are you most active on social media?

112 responses
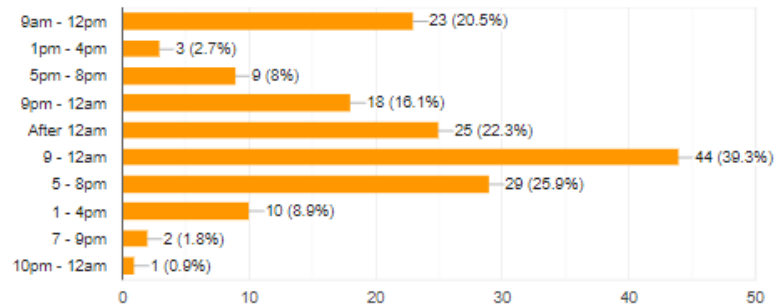
Time	Value
9am - 12pm	23 (20.5%)
1pm - 4pm	3 (2.7%)
5pm - 8pm	9 (8%)
9pm - 12am	18 (16.1%)
After 12am	25 (22.3%)
9 - 12am	44 (39.3%)
5 - 8pm	29 (25.9%)
1 - 4pm	10 (8.9%)
7 - 9pm	2 (1.8%)
10pm - 12am	1 (0.9%)

6. Do you follow coffee shops on social media? If no, you can move to question number 11.

112 responses

- Yes: 58.9%
- No: 41.1%

7. Which social media platforms do you use to follow coffee shops?

68 responses

Platform	Value
Facebook	49 (72.1%)
Instagram	48 (70.6%)
Youtube	10 (14.7%)
LinkedIn	7 (10.3%)
Blog review, food group	1 (1.5%)
coffee shops's main websites	1 (1.5%)
No	1 (1.5%)

8. Reasons you follow a coffee shop on social media

67 responses

Offers and discounts	53 (79.1%)
Interesting/entertaining content	38 (56.7%)
To learn about new products/services	29 (43.3%)
To stay up to date on coffee shop news	22 (32.8%)
Personal interest	1 (1.5%)
Food photography	1 (1.5%)
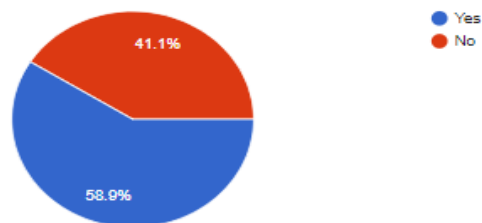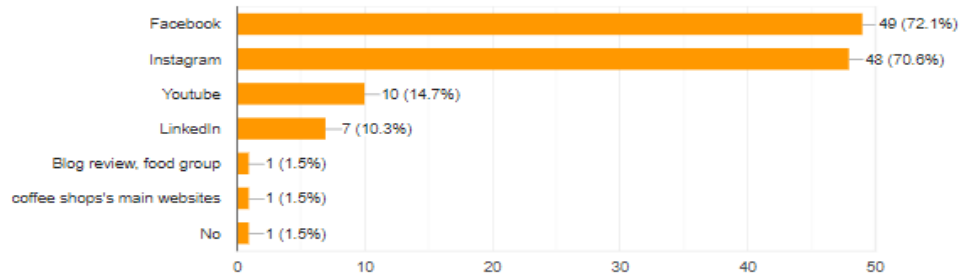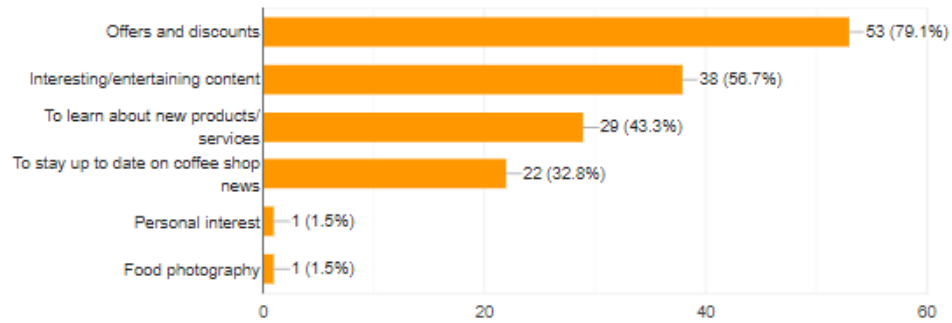
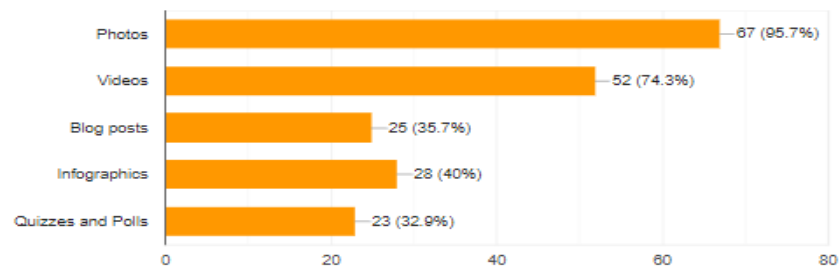## 9. Are you interested in participating in social media contests of a coffee shop to get prizes, discounts or coupons?

70 responses
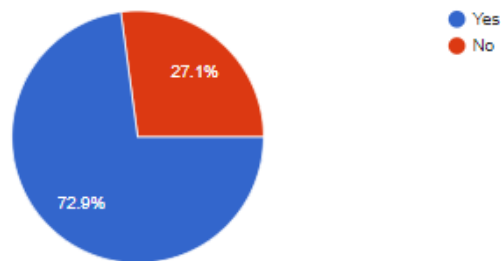
- Yes — 72.9%
- No — 27.1%

10. Which content you want to see on social media of a coffee shop?

70 responses

Photos	67 (95.7%)
Videos	52 (74.3%)
Blog posts	25 (35.7%)
Infographics	28 (40%)
Quizzes and Polls	23 (32.9%)

11. Do reviews and ratings affect your decision about going to a coffee shop?

112 responses

- Yes — 42%
- No — 18.8%
- Sometimes they affect my decision — 38.4%
- Yes, sometimes they affect my decision

12. Which review sites you read before going to a coffee shop?

105 responses

Review Site	Count
Google Reviews	74 (70.5%)
Facebook	64 (61%)
Tripadvisor	44 (41.9%)
Yelp	13 (12.4%)
I dont read	1 (1%)

13. Are you interested in filling out email signup form on the website of a coffee shop to get discounts and special offers?

112 responses

- Yes — 50.9%
- No — 49.1%