



Instagram Marketing Plan for Bobachik Restaurant

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The commissioner of this thesis, Bobachik, is a small Vietnamese restaurant that just opened at the beginning of February 2021. It faces the problem of not being better known to customers due to the impact of the COVID-19 pandemic. With limited resources, Instagram is one of the best options to gain customers' attention. The objective of this thesis is to build an Instagram marketing plan for Bobachik restaurant, where the purpose is to increase brand awareness. Using this plan as a compact guideline will also save time and cost in content designing.

The theoretical framework is divided into two chapters. The first one describes social media's general concepts, its differences from the mass media and the benefits and challenges of using social media as a marketing tool. The second chapter explains Instagram and its main content types, the benefits of Instagram marketing in increasing brand awareness, and the steps of an effective Instagram marketing plan. The content is acquired from published books, articles and online sources.

Qualitative research is applied to gain an in-depth understanding of respondents' perspectives via Instagram for business marketing. The data were collected and analysed through a semi-structured interview on the last weekend of March 2021. The main findings from the interview, combined with a theoretical framework, created a foundation for the marketing plan.

The Instagram marketing plan is the outcome of this thesis. It describes the business situation, objectives of the plan, target audience, marketing audit and action plan for Bobachik. In addition, the thesis describes how Bobachik can cooperate with influencers as a new marketing tool to increase brand visibility. Suggestions on measuring the plan's effectiveness are also mentioned in detail.

Keywords

Instagram, Instagram marketing, brand awareness, social media, social media marketing, digital marketing

Table of contents

1	Introduction	1
1.1	Background.....	1
1.2	Objective and demarcation.....	2
1.3	Thesis type and research method	2
1.4	Commissioner	6
2	Social media marketing	7
2.1	Social media: concept, classifications and differences from mass media	7
2.2	Social media marketing in modern world.....	9
2.2.1	Benefits.....	10
2.2.2	Challenges.....	12
3	Instagram marketing for business.....	14
3.1	Instagram introduction and statistics	14
3.2	Main types of content on Instagram	18
3.2.1	Image.....	18
3.2.2	Video.....	19
3.2.3	Story	20
3.3	Instagram marketing plan for business.....	21
3.3.1	Setting up a business account.....	21
3.3.2	Creating a marketing plan for business	23
3.4	Instagram algorithm	27
3.5	Result measurement from Instagram Insights	28
3.5.1	Activity insights.....	28
3.5.2	Audience insights.....	28
3.5.3	Promotion insights.....	29
4	Building Instagram marketing plan	30
4.1	Situation analysis	31
4.1.1	Competitors analysis.....	32
4.1.2	Instagram current situation analysis	34
4.2	Objectives of the plan.....	36
4.3	Target audience	36
4.4	Marketing audit	37
4.5	Content and publication plan.....	38
4.6	Cooperating with influencers	41
4.7	Measurement.....	42
5	Discussion.....	44
5.1	Data analysis, reliability and validity	44
5.2	Discussions of key findings	45
5.3	Feedback from commissioner	47

5.4 Self-evaluation	48
References	49
Appendices	65
Appendix 1. List of interview questions	65
Appendix 2. Key concepts	66
Appendix 3. Post engagement by day of the week	67
Appendix 4. Best time to post on Instagram of the restaurant.....	68
Appendix 5. Most interactive hashtags in March 2021	69
Appendix 6. A content plan for two weeks developed from main findings	70

1 Introduction

Social media emerges as an important key role in many aspects of life, especially during the COVID-19 pandemic (Ahmad & Murad 2020). This unusual timing requires individuals and companies to adapt to how we do business. There is a decline in tourism, sports, events business, but e-commerce and online logistics have been growing significantly, such as Amazon (Mulder 2020).

Due to social distancing and remote work, customers are more critical to assess a product's characteristics with the total costs as an impact of the pandemic (Khoi 2020). It is a challenge because companies need to consequently encounter customers in a more authentic and empathic way (Balis 2020) to show how they understand customer-consuming behaviors. Among many tools and applications on social media, Instagram has been considered one of the most favorable platforms for customer insights and building brand awareness due to its diverse visual nature (Singh 2020).

1.1 Background

It is estimated that people spend about an hour per day on Instagram (Molla & Wagner 2018). However, Instagram is not only a photo-sharing app. Since launching in 2010, Instagram is gradually changing to a platform for brand awareness building. Checking Instagram on a daily basis has become such a routine of people's daily lives that most brands and marketers are making full use of this fact, building their brand identity through the valuable tool. Instagram has proven to be one of the top and most successful platforms to drive sales and enhance brand awareness (Barlow 2020, 13).

I was searching for a thesis topic in early February. By that time, the restriction of closing restaurants in the capital area made the food and beverage field very difficult, especially for new restaurants. Understanding the Bobachik owner's concern, I decided to start my thesis process about Instagram to help the restaurant enhance its brand awareness and drive more sales within this unusual timing. Among many social media channels, Instagram has always been my interest because of its visual nature.

Therefore, this thesis aims to help Bobachik restaurant using Instagram marketing plan for increasing its brand awareness. Using the plan as a compact guideline will also save time and cost in content designing. It is a good opportunity for me to gain deep knowledge about social media marketing, especially in Instagram, and get hands-on experience by developing a restaurant's marketing plan. It also clarifies whether I will focus on digital marketing and communication in the future career.

1.2 Objective and demarcation

The objective of this thesis is to build an Instagram marketing plan for Bobachik restaurant. To obtain that, the objective is divided into four separate tasks, as shown in the figure below:

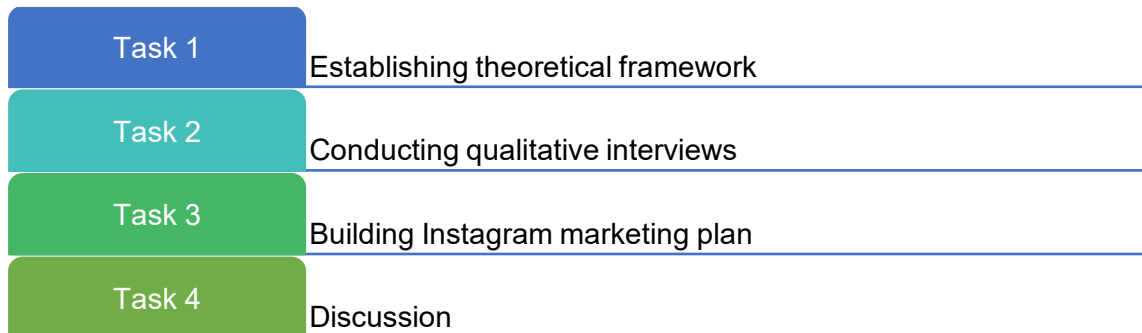


Figure 1. Four tasks in building an Instagram marketing plan for Bobachik

The thesis focuses on Instagram marketing for business and does not include relations of Instagram to other social media platforms, such as Facebook, YouTube, Twitter or LinkedIn. It also focuses on the brand awareness of Bobachik restaurant in a specific area (Helsinki). The thesis will not include traditional marketing tools and budget to ensure the topic would not become too broad.

1.3 Thesis type and research method

The thesis is practice-based that chosen to develop a company's operations (Drake & Salmi 2018). Considering this thesis's objective to build an Instagram marketing plan for Bobachik restaurant, qualitative research is the most suitable and efficient method to examine this matter.

Yin (2016, 7) emphasizes the importance of qualitative research in explaining social behaviors in real-world roles. In this thesis, the qualitative research aims to answer four primary questions: (1) Current situation of Bobachik, (2) impression of Bobachik's Instagram, (3) participants' favorited contents on a restaurant's Instagram and (4) participants' expectations of content happening more on a restaurant's Instagram. The qualitative method and results on Instagram research are crucial for building the Instagram marketing plan, presented in Chapter 4. The following figure shows the main steps in qualitative research: design cycle, data collection and analytic cycle; the figure is an adapted version from the Hutter-Hennink qualitative research cycle.

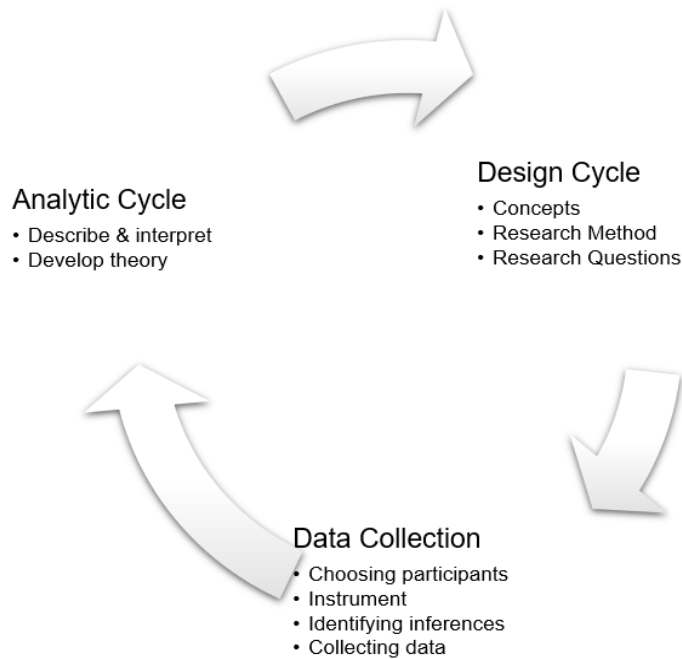


Figure 2. Hutter-Hennink qualitative research cycle (adapted from Hennink & al. 2020, 26)

According to Ritchie & Lewis (2003, 22), the qualitative research method aims to understand people's backgrounds, experiences, and personal perspectives. By doing qualitative research, I can achieve answers for the "what", "why," and "how" questions. It is also a base to interpret the findings (Hennink & al. 2020, 11) of Instagram statistics in chapter 3. In the qualitative research method, interviewees can openly express their thoughts and opinions, which helps me deeply understand the emotional and motivational drivers of behaviors. The information collected from qualitative research results is a two-way interaction (Yin 2016, 142; Ritchie & Lewis 2003, 140), allowing interviewees to combine experiences with freedom of words as the relationship between the interviewer and each interviewee is not strictly bonded. (Yin 2016, 142.)

Selecting a data collection method is the next step of qualitative research. Ghauri & al. (2020, 43) emphasize choosing the proper method, which guarantees three following points: logic, communication rules, and intersubjectivity. The logic of collecting data identifies the problem and comes up with possible solutions. Rules of communication show how to achieve the main findings, and the rule of intersubjectivity means other people should also be able to assess the results of the findings.

In qualitative research, Hennink & al. (2020, 6) divide data collection into three main categories: in-depth interviews, focus group discussion and observation. An in-depth interview is one of the qualitative research modalities conducted as a conversation between author and participant. (Jamshed 2014, 87 – 88.) Each type has advantages and disadvantages. However, I chose in-depth interviews to collect information because I wanted to ensure

objectivity and content diversity in the participants' answers, compared with self-observation or group discussion. A prepared semi-structured interview guide, a so-called list of questions, was prepared in advance (Hennink & al. 2020, 118) to ensure that the conversation revolves around essential subjects and the time used for an interview would be most efficient (Minikel-Lacocque 2018, 10).

The figure below summarizes insights of an in-depth interview. An advantage of in-depth interviews is that respondents have time to reflect and give their answers without being influenced by other people's thoughts. On the other hand, I am also aware of personal perception as a disadvantage of in-depth interviews, as sometimes it cannot represent a more extensive group in society. However, the core of using in-depth interviews in this thesis is the depth of data in Bobachik's performance and user behavior based on available content offered by Instagram; the assessment of popularity in Instagram content is therefore not the main factor. Hence, a quantitative research method would not be necessary.

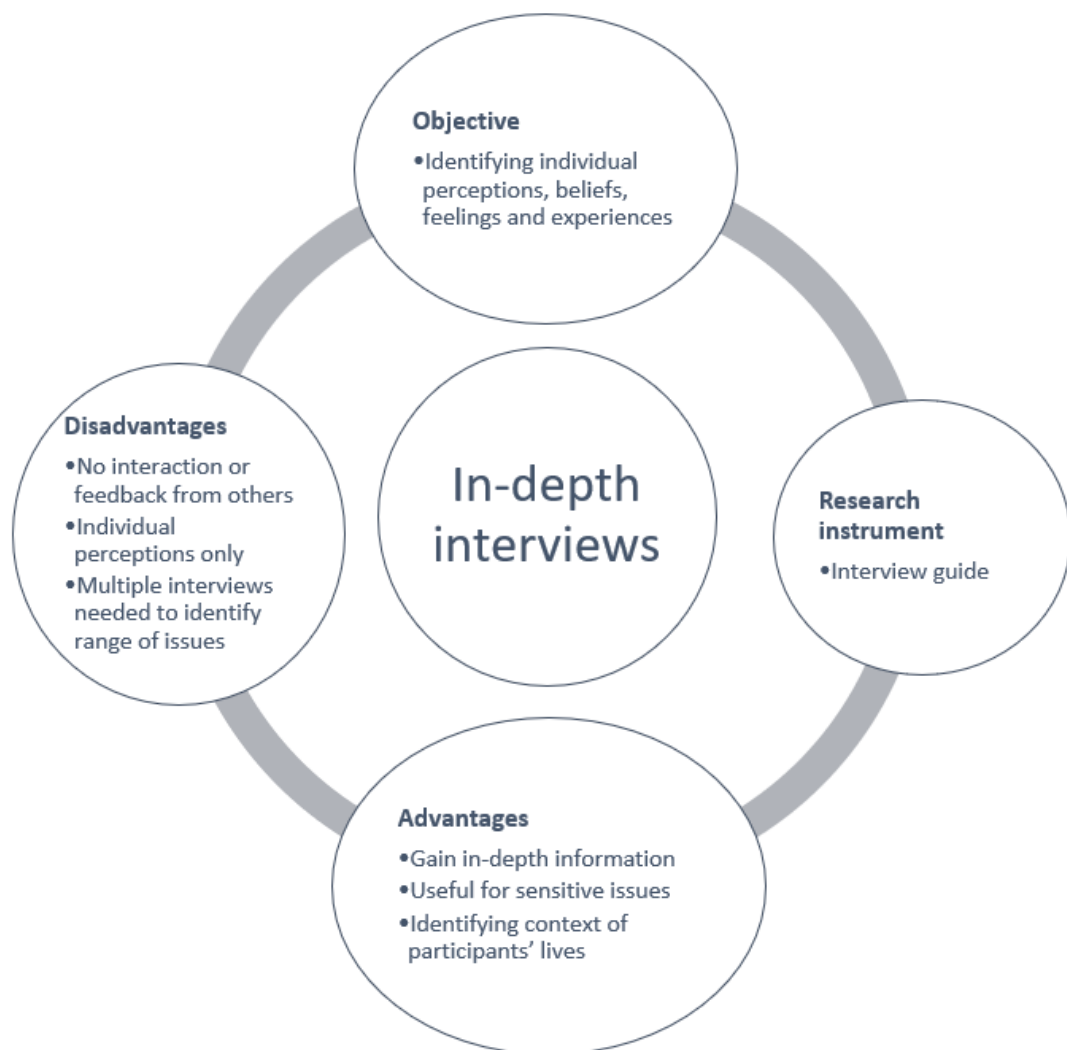


Figure 3. In-depth interview characteristics (adapted from Hennink & al. 2020, 41)

Unlike quantitative research methods, where the study population is by a large sample size of representatives, in qualitative interviews, a smaller number of interviewees are chosen purposely to focus on the richness of content. (Hennink & al. 2020, 16, 108.) The assessment of repeating in data collection alerts me when the saturation point has been reached. Faulkner and Trotter (2017) define saturation point as redundancy signals that the interviewer will discover no new data while analysing information. Hence, further interviews are unnecessary and certainly won't develop any significant knowledge, as stated by Graham (2019): "You need enough interviews to get to the point at which you hear nothing new, and material is being repeated – so-called "saturation"." Therefore, it is essential to explicitly identify all the inductive inferences and reflect on the next interviews (Hennink & al. 2020, 118). Notetaking during each interview helps me clarify and interpret all the answers and make small inquiries (Saunders & al. 2016, 312), depending on the participant's perspective.

I conducted the aforementioned semi-structured interview via Zoom due to the effects of the COVID-19 pandemic. A study population is important to identify who will participate in the interview. (Hennink & al. 2020, 93 – 94.) Based on broad research of Statista (2021) and discussion with the owner of Bobachik before the thesis process, the most potential participants on Instagram are from 18 to 35 years old. They are also the main target audience of the restaurant. I invited eight people from 19 and 34, who all use Instagram and follow Bobachik's Instagram for a month, to give their personal opinions about the restaurant's content quality. The interviewer's selection was also based on the primary questions mentioned above and selecting a group with a specific understanding of Instagram gives a more detailed, diverse, and accurate perspective than those who do not have any ideas about Instagram.

There were four males and four females of interviewees. The amount of people chosen for an in-depth interview is a challenge (Hennink & al. 2020, 108), but many studies have shown that 7 to 12 people is enough to reach the saturation point. (Namey & al. 2016, 425.) Therefore, eight people are good to ensure the synthesis of information is not rammed, and the amount of time devoted to other tasks is appropriately distributed. All the interviews were conducted in English from 26th to the 29th of March. They are all located in Helsinki metropolitan area. The participants received the list of questions beforehand, and we arranged the schedule due to both my and the participants' agreement. I store the recording file and only disclose with the participants' consent. The list of questions is attached as Appendix 1.

1.4 Commissioner

Bobachik is a new Vietnamese restaurant that just opened at the beginning of February 2021. The restaurant is in the center of Helsinki. The owner launched this restaurant to bring authentic Vietnamese baguettes to the local and international visitors. Besides baguette as the primary food, the restaurant also offers other selections such as salad, vermicelli, fruit tea and milk tea. The price range for bread is around ten euros, for bubble tea from five to seven euros, for vermicelli salad bowl twelve euros and fruit tea is eight euros. This price range is considered reasonable for both students and employees in Helsinki metropolitan area.

Bobachik has been working on its social media, including web page, Google Search, Facebook page and lately Instagram. Despite being a new restaurant, they have been updating almost all the important information on social media platforms. The figure below was a screenshot when I searched for the term 'Bobachik restaurant' on Google. From the result, there are good feedback and ratings, making reliable references for the restaurant.

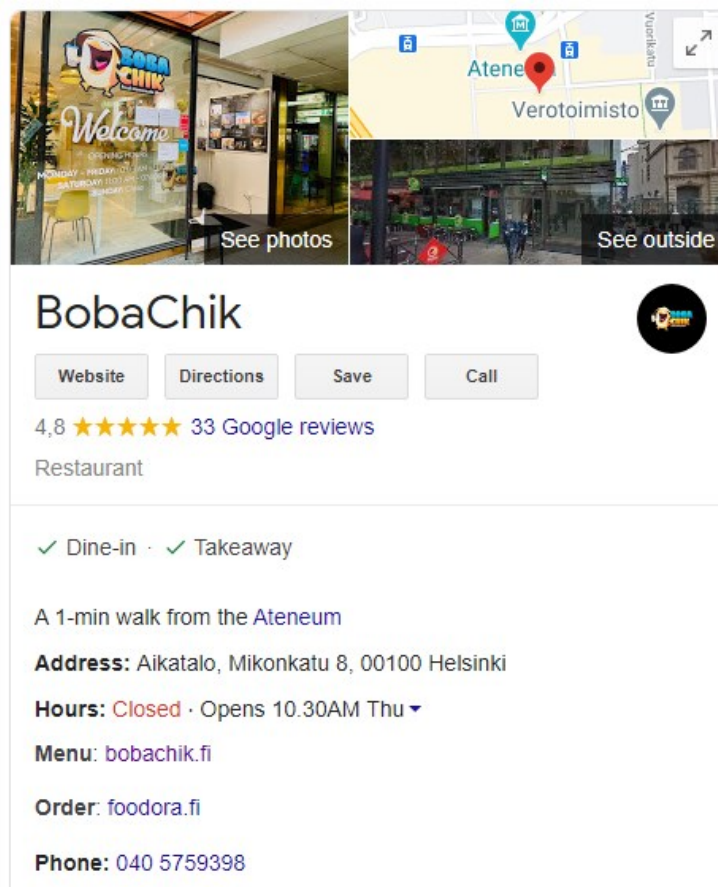


Figure 4. Screenshot from Google Search for the keyword 'Bobachik restaurant' (2021)

2 Social media marketing

Social media has been an essential part of our daily activities (McNelis & Kayleigh 2014). According to Statista (2021), people spend around 150 minutes per day on social media to connect with friends and families, study, purchase goods, shop, research, and do business. For brands and companies, the potential to market products on social media is enormous, as approximately 4 billion people are using social media globally (Tanskova 2021). Using social media as a strategic marketing activity is becoming more common for businesses than ever. (Appel & al. 2020.)

2.1 Social media: concept, classifications and differences from mass media

Even though social media is not a new phenomenon, it is still challenging to give a concrete definition. People consider social media a direction for modern communication, which is different from traditional mass media. Although it has gained so much attention and curiosity from society, one of the most fundamental questions about this concept is not accurately understood: "What is social media?"

Luttrell (2018, 18 – 19) divides social media into two separate words. The word 'social' is an adjective, which stands for connection and interaction in human society, whether individual or in groups. From a business perspective, social means consumers' tendency to connect with companies who share similar values (Barker & al. 2017, 5). The second word, 'media', is a noun that stands for channels for connecting and communicating with others (Manning 2014, 158). The channels have diverse types of content such as photos, videos, texts, webpages and so on. When combining two words, the term 'social media' refers to interactive activities among people to connect and share information using communication channels.

According to Wilson & al. (2011), social media is the innovation of web 2.0, which focuses on social connection and information sharing among individuals and organizations. Tuten & Solomon (2013, 2) define social media as an environment for communication and collaboration supported by technology. As stated by Heinze & al. (2020, 23), "Social media is the collective term for digital technologies that enable communications amongst many users". Ryan (2021, 220 - 221) defines social media as a general term for information distribution and sharing as a form of social interaction using software and digital service channels. Social media is convenient and important for everyone because it does not require specific technical skills, and it aims to strengthen the interaction between human beings. (Quesenberry 2020, 16-17.)

Looking at social media from different angles, it is such a vast term and includes many platforms that are somehow confusing for many people. Based on the famous model built by Dr. Tuten (2020), social media is divided into four primary zones, shown in the figure below. Each zone is described and given examples of typical platforms.



Figure 5. Social Media Zones and Exemplar Vehicles (Tuten 2020, 17)

As shown in the figure, Instagram belongs to the Social Community zone. However, Tuten (2020, 13) also clarifies within her textbook that Instagram is a combination of Social Community and Social Publishing. Instagram creates an ecosystem where everyone can network with others. At the same time, users can produce, publish and connect their content without any limits of creativity. The difference between the Community zone and the Publishing zone is the initial orientation. (Tuten 2020, 22 – 23.) The first zone is primarily for networking and the second zone is for sharing knowledge.

The first zone, called Social Community, emphasizes users with similar interests. This zone contains networking applications such as Facebook, Instagram, LinkedIn, Twitter, forums, and wikis. The social community zone features multi-dimensional interaction, allowing users to connect with others who share similar interest (Ala, Rasur & Nair 2020, 2).

The second zone, Social Publishing, means online content as texts or media stored on the Internet. It includes blogs, microblogging sites with limited content length, image/video/audio/ sharing sites, social bookmarking services (Kim & Chandler 2018). YouTube, WordPress and SoundCloud are the examples belonging to this group.

The third zone is Social Entertainment. It is used for pleasure and entertaining purposes, which include games and entertainment societies (Chaudhry 2016), such as Candy Crush or Clash of Clans. Other activities can be listed under this zone, especially in the COVID-19 period; events such as music shows, virtual competitions as American Idols are typical examples.

The fourth zone is Social Commerce. It supports online trading, buying, and selling products or services (Tuten & Solomon 2013, 6). It is a part of e-commerce, where buyers and sellers can be more flexible in interacting, responding, and sharing knowledge. Shopping online is a form of social commerce. An advantage of social commerce is increasing search engine visibility for the online business (Ali & al. 2020, 5). Facebook has a section called 'Marketplace' where users can post their products with bindings of the social platform's regulation (Al-Hadban, Al-Ghamdi, Al-Hassoun & Hamdi 2014, 9).

2.2 Social media marketing in modern world

It is essential to understand the differences between social media and social media marketing (SMM). "While social media is a type of communication used to provide and share information to different audiences, SMM is a type of marketing used to serve the marketing activities of businesses and organizations" (Eyada & Founda 2020, 374). Barker & al. (2017, 2) define SMM as a process of gaining website traffic or attention through social media sites, while Kelsey and Lyon (2017) state that the core concept of SMM is to get people to share what brands have shared. Heinze & al. (2020, 24) emphasize SMM on engaging the buyer persona through social media, including organic and paid approaches.

In short, SMM is the combination between marketing activities and online social networks to achieve business goals (Akhmedov 2017, 52). The current number of users and the explosion of social media channels have created a potential and diverse market that many businesses need to exploit effectively. Therefore, a unique and innovative SMM idea requires creativity and a deep understanding of the target audience, depending on the field and industry the business promotes. SMM is considered one of the best ways businesses can lower marketing costs, drive sales, build relationships, and satisfy their customers (Barker & al. 2017). Although there are potentials with many Internet users, like any other marketing activities, SMM has its benefits and challenges, which I will describe in the following sub-chapters. The figure below shows the number of people using social media worldwide. As of 2021, there are 3,78 billion users, which indicates the enormous influence of the social network.

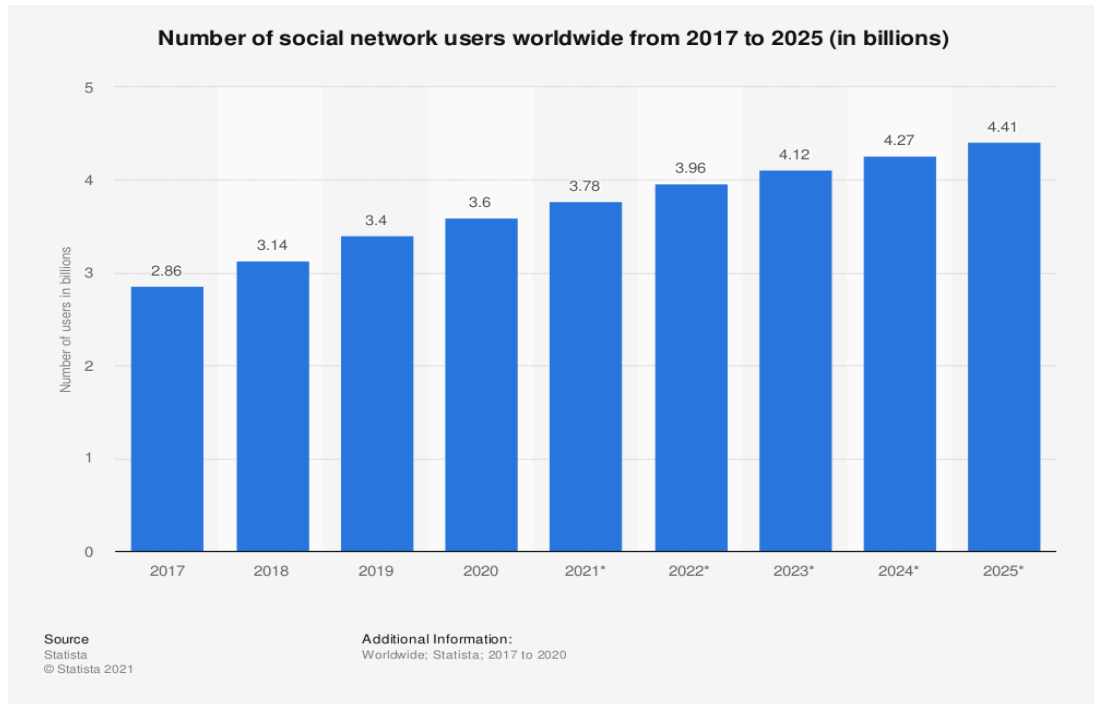


Figure 6. Number of social network users worldwide from 2017 to 2025 in billions (Statista 2021)

2.2.1 Benefits

The following figure describes the main benefits of SMM, based on a survey conducted in 2020 by Social Media Examiner between 5200 marketers. From the figure, Barker & al. (2017) stated that “the greatest benefits tend to occur early in the sales cycle”.

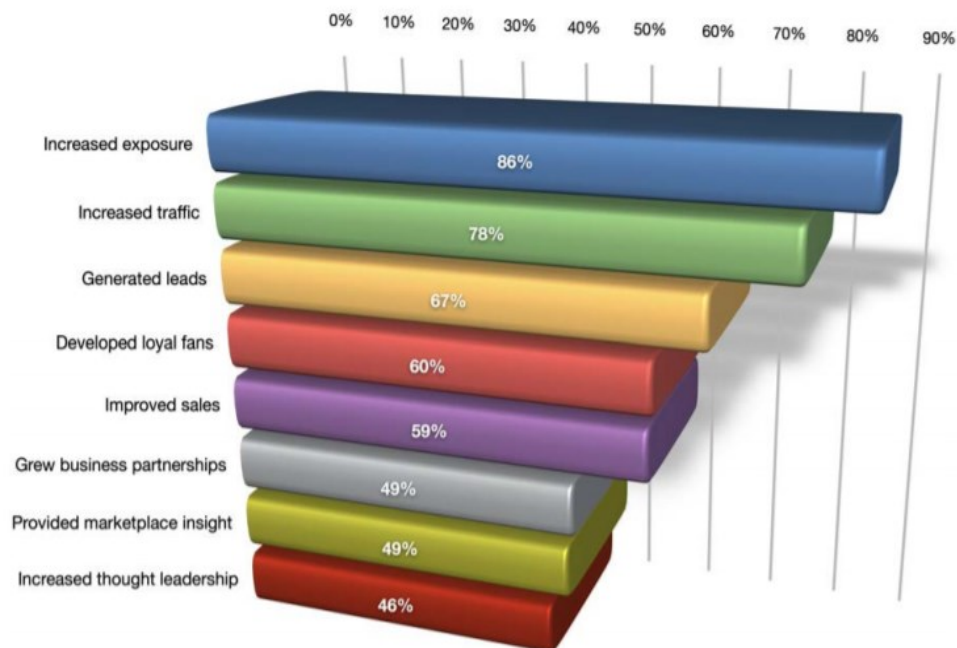


Figure 7. Benefits of SMM (Social media examiner, 2020)

With approximately four billion social network users shown in figure 7, the most significant benefit of SMM is increasing interaction with customers. Effective interaction requires businesses to choose the proper channels and understand the target audience (Heinze & al. 2020) to enhance interest and trust (Ho 2019).

Increasing traffic is the second benefit of SMM. From marketing perspective, more traffic means more sales and profit (Rogers 2020). Traffic is the potential customers that businesses interact with and want to reach. An online shopper who regularly visits the webpage will take less time deciding a purchase than one who has never checked the page before (Kim 2020). It is a significant benefit because increasing traffic on social media is primarily short-term resulting in long-term cost-effectiveness (Sherman 2019).

The 'generating leads' benefit tends to be a more formal process in B2B (Barker & al. 2017). Generating sales leads means capturing and stimulating people's interest in a product or a service that leads to buying (SendPulse 2021) by providing helpful information and clear signs of intent to engage with the brand (Sehl 2020). It is the first step in the sales funnel (Jacobsen 2019), and social media are platforms that optimize this feature (eMarketer 2019).

The fourth benefit, 'developing loyal fans,' refers to maintaining a good relationship with customers who have repeated purchases. Loyal members are considered the most valuable brand customers (Stanko & al. 2019). A study by Erdoğan and Çiçek (2012) shows that the most significant drivers of brand loyalty are the ones having impacts on campaigns and offering relevant contents on social media.

As for improving sales, Schuman (2020) defines social media as "a great avenue to generate sales and increase revenue". Delivering sales requires targeting the right customers and experiences in the product that keeps customers coming back for more, and that is what social media is here for.

Partnerships refer to influencers or other retailers and distributors if it is a B2B business. Gatty (2021) emphasizes strategic partnership as an essential part of small businesses. For example, a backlink from a food review web page to a restaurant web page would be more valuable and relevant in food and beverage (Nordic Coder 2019). Backlinks are the bridge in building business partnerships. In search engine optimization (SEO) and especially Google Search ranking, the more popular the website is, the more reliable it will be on the first-page result (Dave 2013, 596 – 599). Despite the techniques, the most important key point in growing effective partnerships is creating good content. (Dave 2013, 598.)

Marketplace insights are what customers tell us and the in-depth information we collect from the sales process, the online advertisements, and the social media campaign. Marketing on social media also gives brands insights from customers, market, and other opportunities. Coombs (2018) stated that market insights are a good investment because they bring higher ROI, provide primary and/or historical data, and return results from independent environments.

Finally, as a business, it is essential to distinguish us from other competitors as the first name people think of when they want solutions for their problems (Masek-Kelly, 2018). Guanari (2021) defines 'thought leadership' as establishing an expert within the field, which is beyond knowledgeable and requires consistency. Social media gives brands opportunities to provide quality content and stay engaged with customers as a foundation of thought leadership.

2.2.2 Challenges

Besides multiple benefits, there are also challenges in doing SMM, especially in measuring the profit of marketing activities in total revenue. The figure below shows the most common challenges that brands have towards SMM.

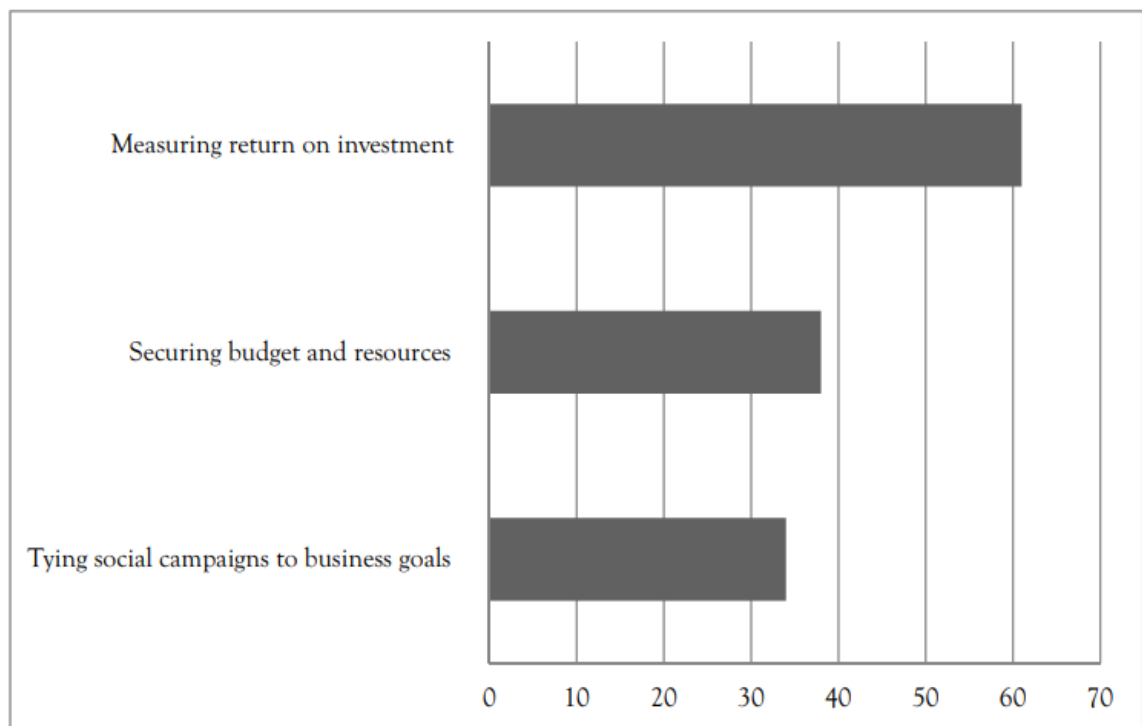


Figure 8. The top challenges for social media marketers (screenshot from Charlesworth 2017, 82)

Difficulty in measuring effectiveness or so-called return on investment (ROI) is considered the most significant SMM challenge (Peterson 2017). This difficulty shows in two aspects:

First, a regular SMM campaign usually will not show results overnight. Therefore, it is not easy to measure the effectiveness clearly after a short time. If the business is not patient nor has a deep understanding of SMM; the campaigns can be left unfinished in the middle with wasted budget, time and human resources. Secondly, companies and brands' goal when using SMM is to increase sales. When measuring SMM effectiveness, companies should demonstrate whether business profitability would grow and how much it specifically increases after a period, compared to the cost and total turnover (Quesenberry 2021, 83).

It is still a big challenge to properly secure budget and resources as SMM parameters are often more about 'media' than 'economic' (Shleyner 2020). In SMM, the parameters are defined as 'reach', 'click-through rate', 'impression', 'numbers of views' as well as using influencers that may not wholly promise a reasonable engagement rate (Jarrar, Ayodeji & Awobamise 2020, 51). All of those factors eventually keep ROI remaining an unanswered question.

Tying social campaigns to business goals is the third challenge mentioned by Charlesworth (2017). Participating in social networks means that businesses accept participating in the multi-dimensional dialogue process with their customers. Information is provided in an open and interactive direction where businesses and customers can actively post information and comment on the interest topics. Rows are always divided into two streams: positive and negative. In addition to constructive feedback, businesses face unexpected and even false accusations. If the company does not have skills for crisis management on the Internet communities, the unfavorable information will continue to spread rapidly on social media websites and damage its reputation. According to Karr (2018), brands that cannot measure how social posts and shares affect the overall revenue will find it hard to stick to business goals.

3 Instagram marketing for business

Among social media channels, Instagram is one of the most important social networks, with more than 1 billion users worldwide. As a platform that concentrates on visual content, Instagram brings significant benefits to the marketing industry. Uhl and Macgillavry (2016) stated that visual content sharing is the best way to help customers understand the brand's key concept and build sustainable relationships as customer-centric rather than product-centric approach has long been the marketing standard. Leveraging Instagram in marketing strategy is essential regardless of the business goal and size (Alattar 2016).

3.1 Instagram introduction and statistics

Instagram is a social media platform for taking, changing and sharing photos and videos (Cambridge Dictionary 2021) with a selection of digital filters (Tankovska 2021). In 2009, Instagram founder Kevin Systrom created Burbn, an early version of Instagram. The app took around eight weeks to build. Unlike other applications, Burbn encouraged users to post photos more often, comment on others' posts and, above all, experience photo sharing.

After Systrom brought Burbn to a seed funding and raised \$500,000 for further venture, he and his later joined co-founder Mike Kreiger changed the name to Instagram, a combination of 'instant camera' and 'telegram' (Leaver, Highfield & Abidin 2020, 9). Instagram was officially launched on the 6th of October 2010. The product launched only a few months after iPhone 4 was released, which created a significant opportunity for the founders to have their app experienced. The figure below shows how the Instagram logo has changed since the first day.

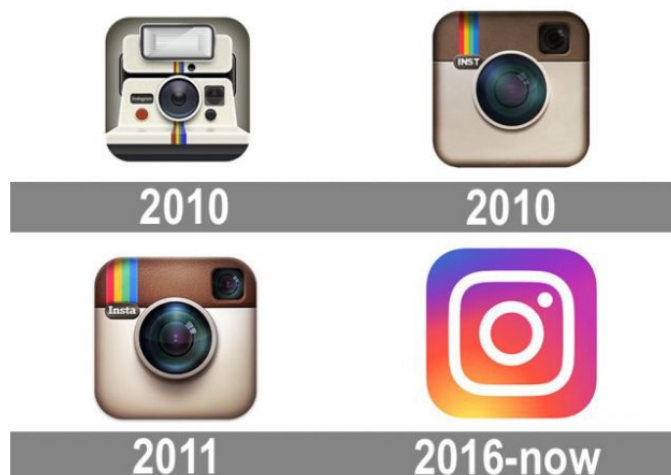


Figure 9. How Instagram logo has changed throughout the years (1000logos.net 2021)

It took them only one year to reach one million users (Dean 2021). The rapid rise of Instagram caught other investors' attention, including Twitter and Facebook. In 2012, Facebook founder and owner Mark Zuckerberg decided to acquire Instagram just before it went to the initial public offering (IPO) with \$1 billion (Upbin 2012). Until January 2021, Instagram is the fifth in most popular social networks worldwide, shown in the figure below.

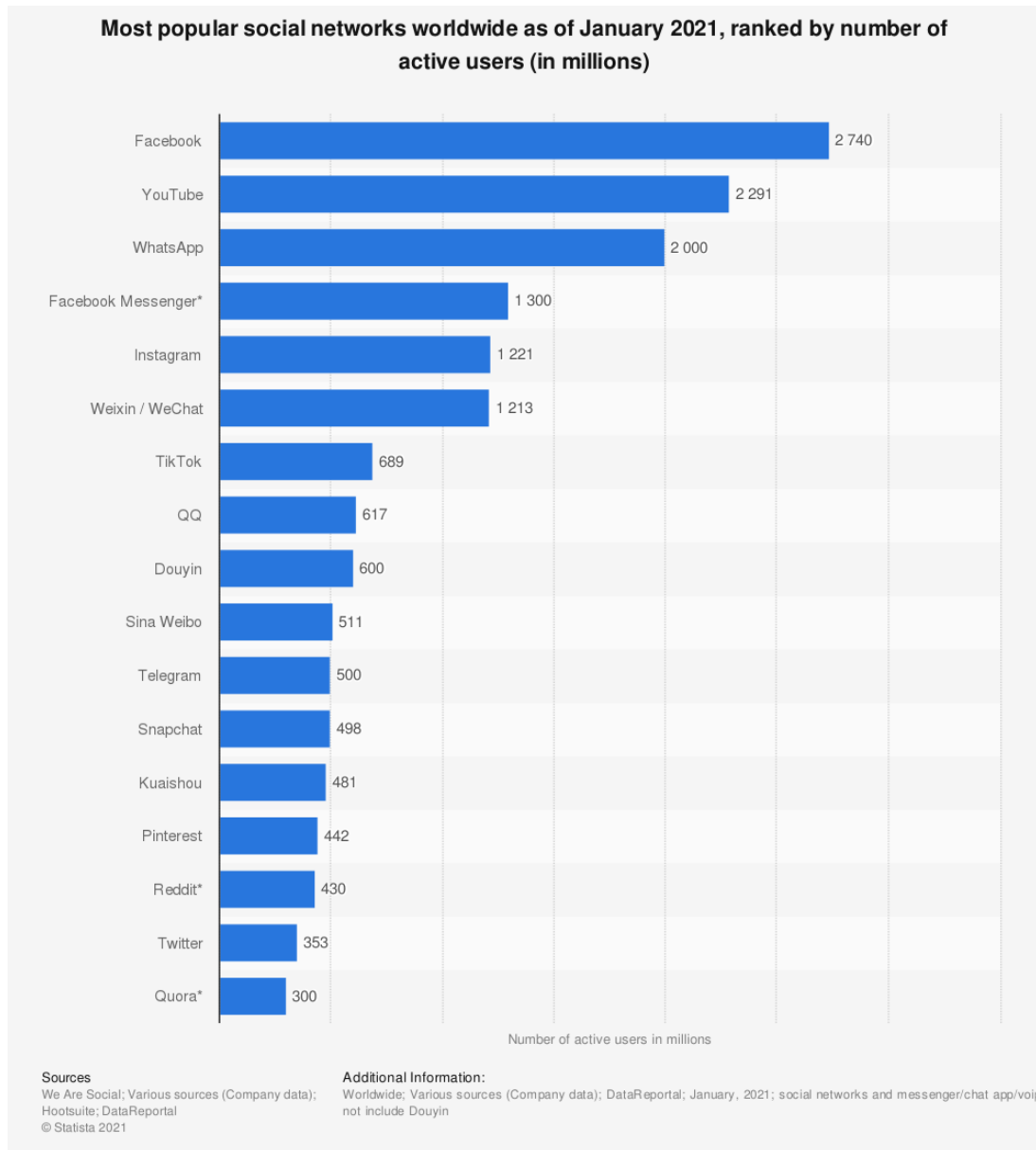


Figure 10. Most popular social networks worldwide as of January 2021 (Statista 2021)

Before and after being acquired by Facebook, Instagram's intention remains the same, which stays as minimalist as possible so that users do not have to go through too many complicated steps when using the app. The primary focus on Instagram is to feature photographs, mainly taken on mobile devices (Blystone 2020). Though being one of the most popular social network platforms, Instagram has only been growing organically without any advertisements (Franklin 2019; Roach 2020).

Currently, Instagram has more than one billion active users per month, with the average time spent on the app is 53 minutes per day (Dean 2021). 51% of female and 49% of male are gender mixture on Instagram (Hootsuite 2020). The figure below shows that the aging group 18 – 34 is the largest group using Instagram, which is also the most adaptable group regarding Instagram changes.

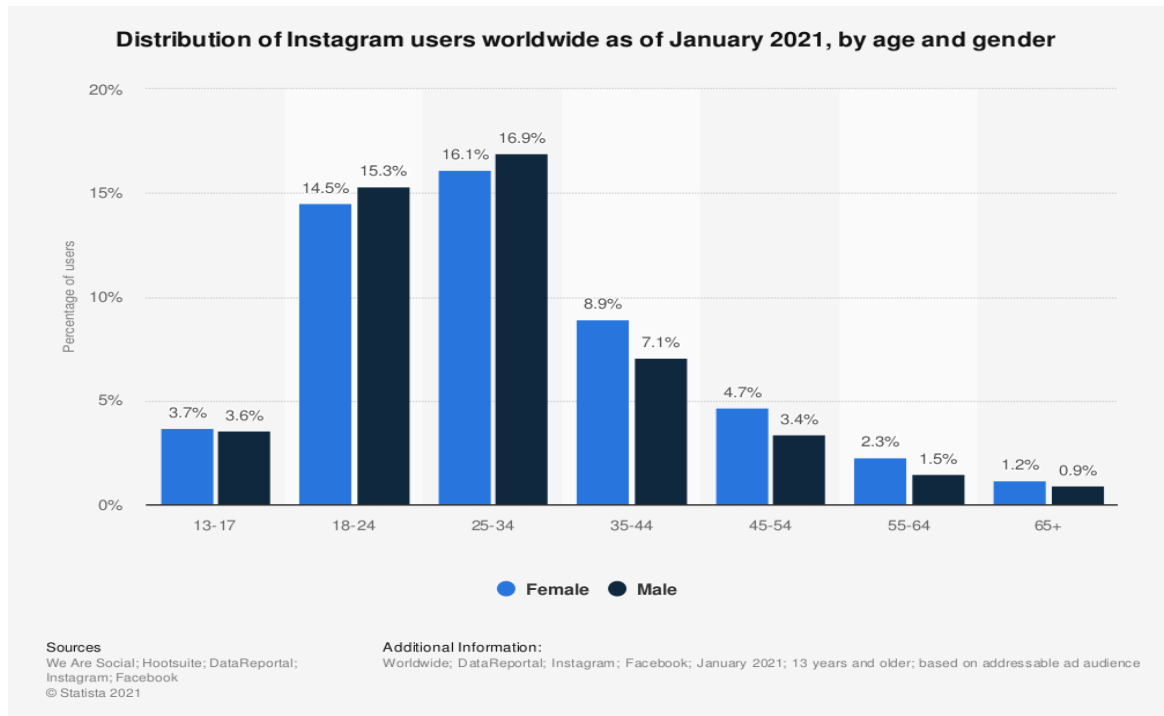


Figure 11. Instagram user age distribution by January 2021 (Statista 2021)

Since 2010, Instagram has developed many features for content production and eliminated those cited as ineffective in usage (Newton 2016; Constine 2015). The most popular contents of Instagram are image, video, and story. The main features of Instagram are summarized in figure 13.

Image has always been the main content of Instagram since 2010. The image editing tool comes with different selections of filters throughout the development of Instagram. In January 2011, Instagram introduced hashtags to help users connect with relevant content and people (Grove 2011). This feature has become increasingly important in brands and individuals' marketing strategy because it appreciated the uniqueness in brand awareness.

In June 2013, Instagram launched a 15-second video sharing feature, including editing capabilities and 13 filters (Taylor 2013). At the end of that year, Instagram introduced Direct, which means users who follow each other can send messages that include both photos and videos. Before Direct was launched, users could only like and publicly comment on photos (Crook 2013).

In September 2015, advertisers could post their videos as 30-second posts. According to Finn (2015), this became extremely important because advertisers can keep their ads longer with no extra work required. In August 2016, Instagram launched Stories, which shows a photo or a video that disappears 24 hours from originally posted (Isaac 2016). Live video feature came in the same year, allowing users to broadcast live for up to one hour and disappears right after the user finishes broadcasting (Tran 2021).

Carousel is a set that contains multiple photos and videos, which saves time as followers can swipe left to see all relevant information. Up to 10 images or videos can be in one set of carousel posts (Sehl & Tien 2020). In 2018, Instagram announced IGTV, a format of Instagram video that allows users to upload videos up to 10 minutes long; creators with more significant audiences can upload an hour-long (Constine 2018).

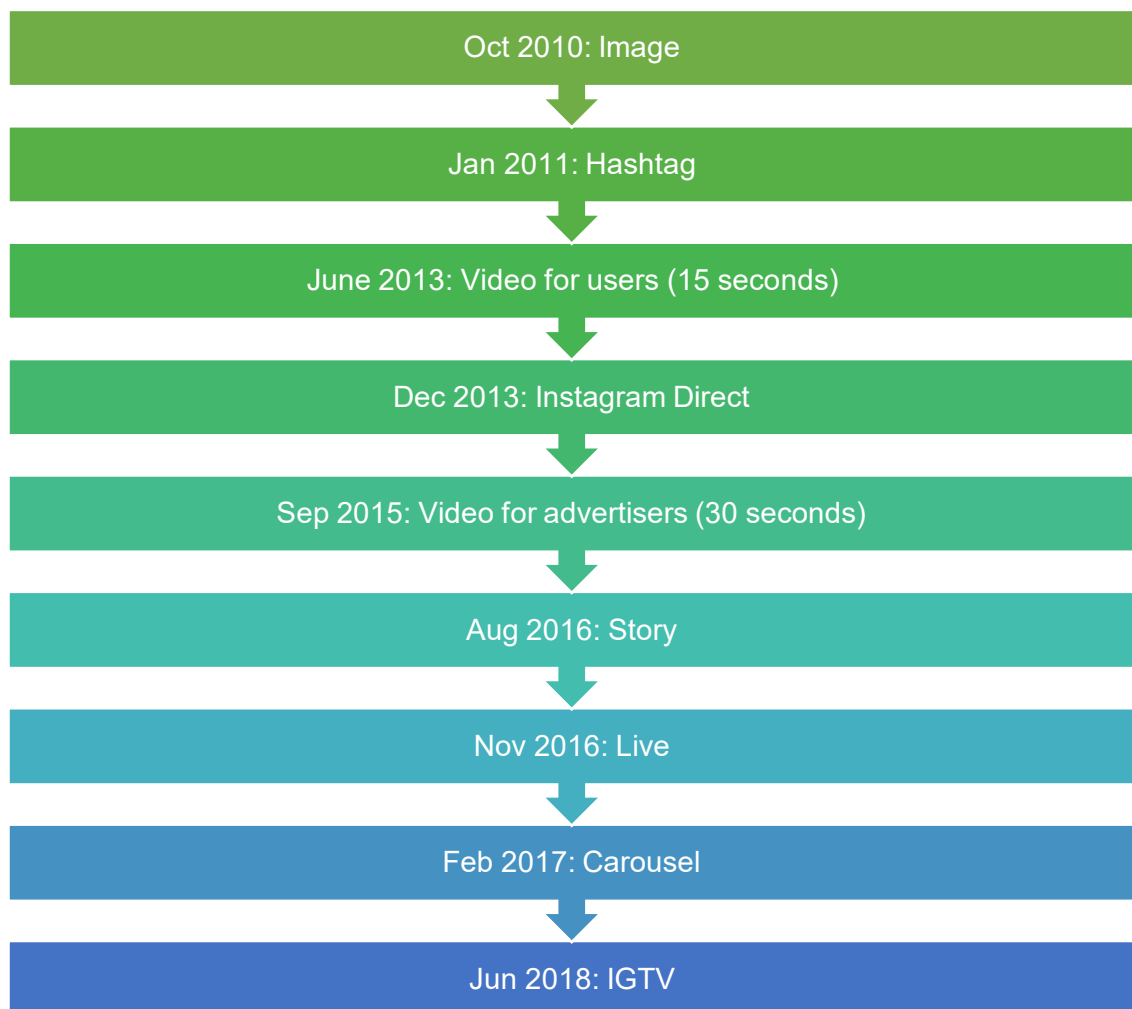


Figure 12. Changes of Instagram throughout the years (adapted from ImpactPlus 2019)

3.2 Main types of content on Instagram

Instagram has different types of content for different purposes and customers that companies want to narrow down. Choosing the right type of content is essential because, according to Quesenberry (2021, 308), the correct contents help attract attention, gain engagement, and move customers to action to achieve business, marketing, and organizational objectives.

Proper contents also increase the user-generated content (UGC), which means users can share and repost brand's photo and videos. It gives a transparent image of the brand to explore what potential customers would do with the product or service. Though in another way, it might be tricky as brands need to filter or choose what to post.

3.2.1 Image

Image is the first type of content Instagram developed and the most popular type up to this day (Lozan 2019). According to Tran (2019), within an image, brands can provide quick tips on their favorite topic, ask questions to encourage followers to share their thoughts, leverage the trendy hashtags, humanize the brand by showing off a fun side of the office or share some mistakes and how to make it right. A good image will be more digestible and engage with customers longer than blogs or articles (Segura 2021).

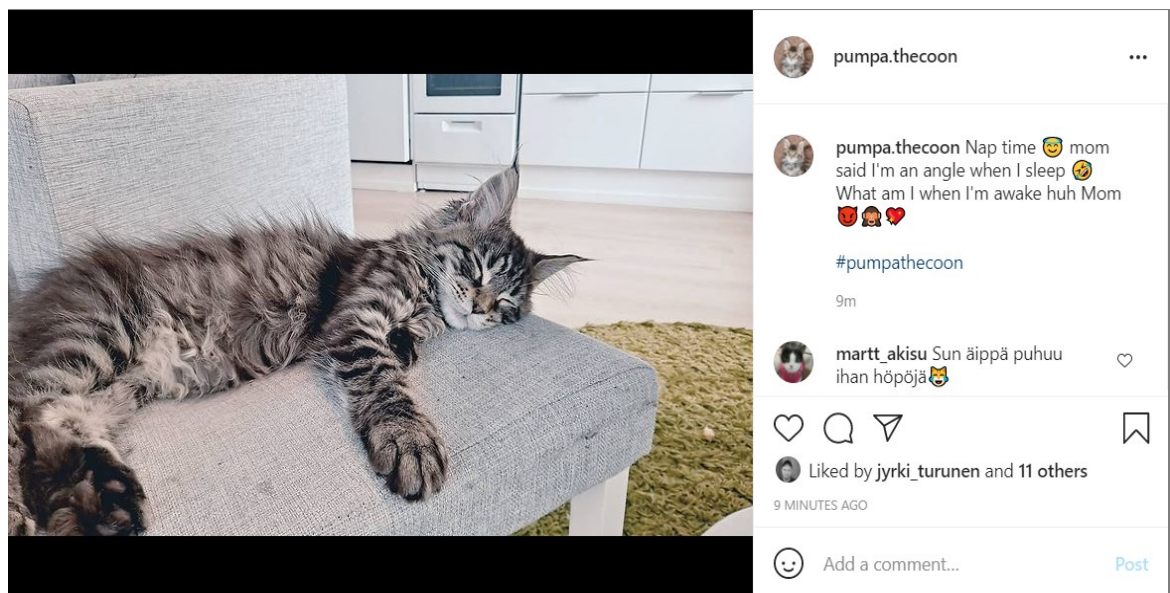


Figure 13. Instagram horizontal photo (Instagram: pumpa.thecoon 2021)

Currently, there are three types of image sizes available on Instagram: square, landscape and portrait (Dahlin 2021). It is easy to capture photos as mobile devices have a default setup for square and portrait types. Instagram automatically adds an upper and lower

black border to the image with the horizontal type due to its imperfect aspect ratio (Influencer Marketing 2021). Due to the tricky cropping off in horizontal type, it is not recommended for marketers to use flat images in content producing as it reduces almost half of the size that we could present with portrait image (Myers 2021). The photo above is an example of a horizontal type.

3.2.2 Video

Video is an excellent opportunity to advertise the brand's team, the culture, and stories in a compelling manner (Brooks 2019). One of the most crucial video features is "the ability to share complex, in-depth stories that can't be conveyed in a single image" (Chacon, 2020) to stand out from other types of content in the feed (Sehl 2021).

Studies have shown that video content has two times higher engagement on Instagram (Sochurkova 2019; Lozan 2019). According to a report by Wyzol (2021), 86% of businesses use video as a marketing tool. Approximately 91% of marketers say that video is more important for brands during the COVID-19 pandemic. A study conducted by Animoto in 2018 also points out that Instagram has the most significant increase in sales thanks to video, which shows in the figure below.



Figure 14. Platforms where video drives purchases (Animoto 2018)

The Instagram video has three sizes which are the same as the image. Depends on the orientation, video is an excellent way for brands to tell stories and reach their audience (Sehl 2021). Users can tag people as they post a video or after they have posted (Instagram 2021). As mentioned in figure 13, brands can also combine photos and videos as a set of carousel posts, saving time for customers in navigating throughout the Instagram business account.

3.2.3 Story

This type is one format of Instagram video which was inspired by Snapchat app. Each story is a 15-second video that disappears from the feed 24 hours from initially posted. Users can save stories in the profile by using "Story Highlight" underneath the bio. Story can be created directly from mobile devices or uploaded from the photo library. Within stories, users can experience different filters, add emoji or hashtags, texts (Holak 2017). Stories are a constant notification as they keep users updated about events, offers or other announcements (Segura 2021).

According to Sehl (2021): "Stories are rare places where verified accounts or accounts with more than 10.000 followers can post links". Hence, it is a significant way to drive organic leads and conversions. About 500 million accounts using stories every day, 50% of people in a survey said they had visited a website to buy a product after seeing stories. (Instagram Advertising 2019). Stories are where consumers think about purchase decisions (Brooks 2019). The figure below shows a story and story highlights visible under bio.

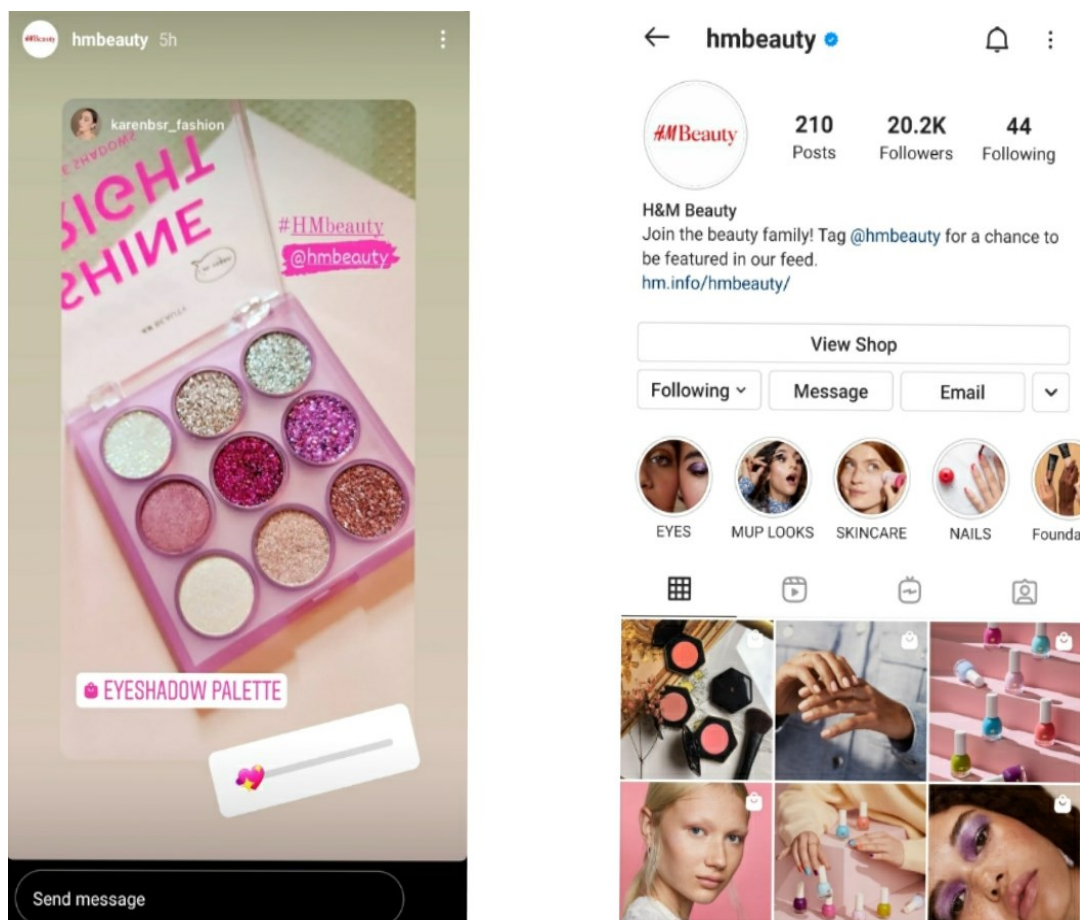


Figure 15. Example of story and story highlights (Instagram: Hmbeauty, 2021)

3.3 Instagram marketing plan for business

Having an effective marketing plan is essential not only for the customers but also for the company. An Instagram marketing plan helps the company understand factors that impact their strategies from inside and outside and set key metrics in evaluating the success of the marketing campaign.

3.3.1 Setting up a business account

As of February 2021, there are three types of accounts available on Instagram: personal, business and creator accounts. While the personal account is for individual use, the business account is for companies and brands, creator account is mainly for influencers and content producers, though brands can also benefit from this. (Ganta 2020.)

The figure below shows how a user can convert to a business account in Instagram's Settings section within three steps. It is not possible to set up a business account initially on Instagram (Newsberry & Sehl 2021). However, switching from a personal account to a business one is simple; it is done by opening the Settings section, tap the Account section and choose 'Switch to Professional Account' at the end of the page. After that, brands can choose which business type suits them the most. Choosing a business type is essential, because it helps to gather impressions and analytics more efficient as well as scheduling posts in advance using third-parties' tools (West 2020).

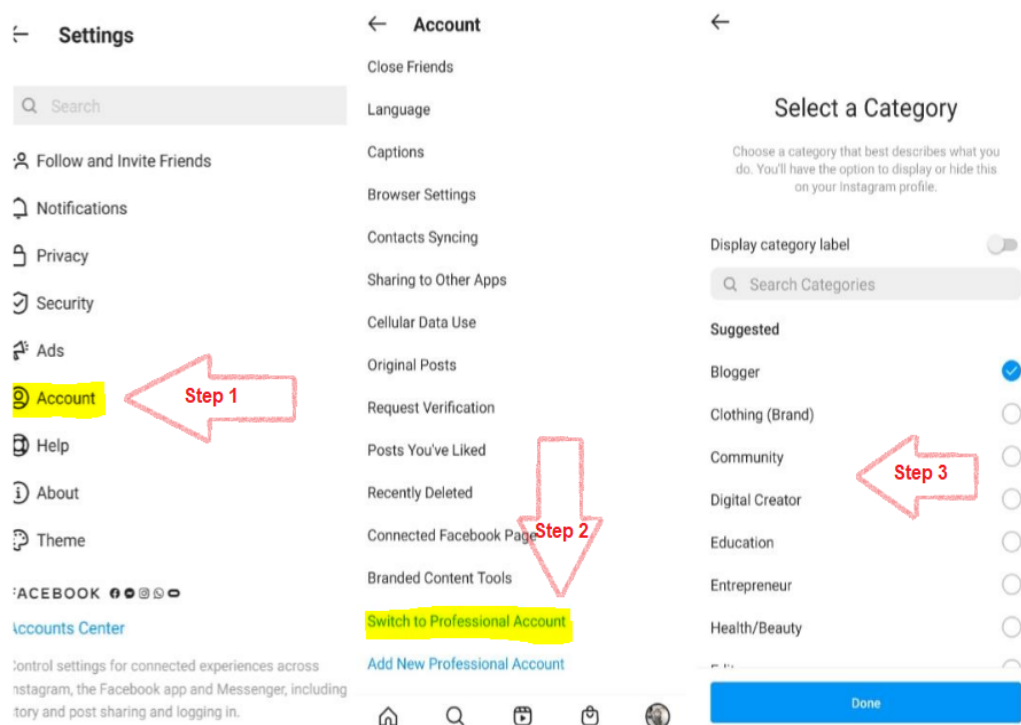


Figure 16. Three steps to switch to Instagram business account

According to Facebook guidelines for business (2016), an Instagram marketing campaign can run across the Facebook platform only if an Instagram business account links to one Facebook page where brands have manager access to both platforms. The connection between the two platforms can be modified under the Page settings section, shown in the figure below.

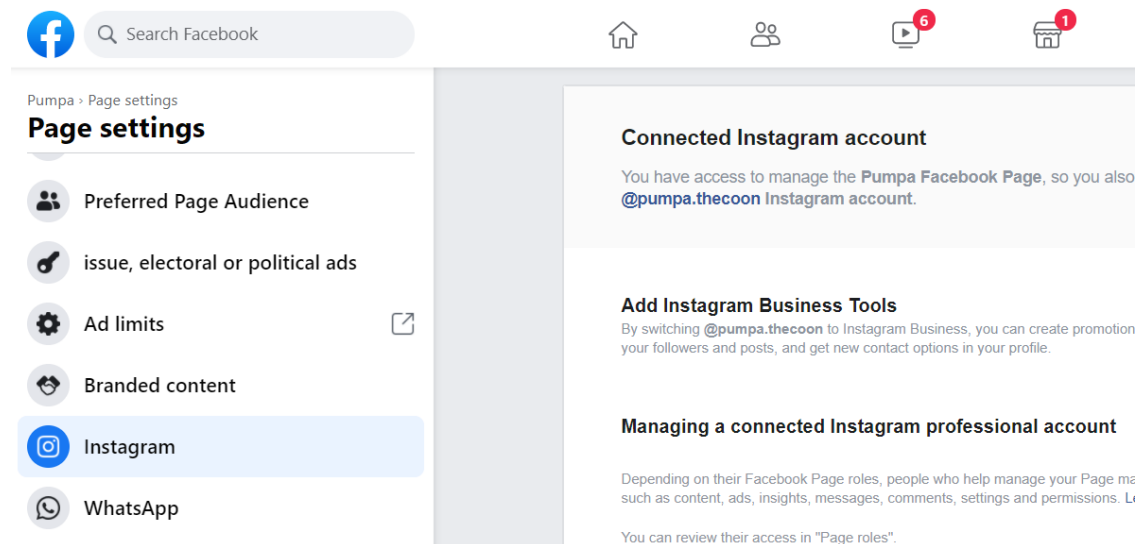


Figure 17. Screenshot of connecting an Instagram account with a Facebook page

The details of personal and creator accounts on Instagram will not be mentioned due to the thesis's limitation. However, the table below is a summary of differences between personal and business accounts information from Ganta (2020), West (2020), Hubspot (2021) and Instagram for business guideline (2021). This table helps to clarify the following paragraph explaining why brands should use Instagram as a part of their marketing strategy.

Table 1. Differences between Instagram personal and business account

	Personal account	Business account
Ability to have a landing page supported	No	Yes, with over 10000 followers
Analytics (posts, audience, promotion)	No	Yes
Contact button & purchase option	No	Yes, with phone number or email
Ability to promote posts as ads	No	Yes
Allowing product tagging	No	Yes

3.3.2 Creating a marketing plan for business

Marketing on Instagram has become an essential part of any business, regardless of size and purpose. Companies such as Red Bull, Airbnb, Starbucks, Uber, Netflix see Instagram as an essential role in measuring their KPIs (Ackerson 2020). Although there are factors impacting the costs of ads (Newsberry 2020); small businesses can start promoting themselves by \$1 a day (Villi 2020). One of the biggest strengths of Instagram is that it works in over 20 languages, and users can access Instagram from any part of the world. Moreover, Instagram also links the post while uploading to other platforms, such as Facebook, Twitter, Tumblr, saving time in content updating for brands (Chin 2020). The figure below shows how much people like to use Instagram to follow brands and companies.

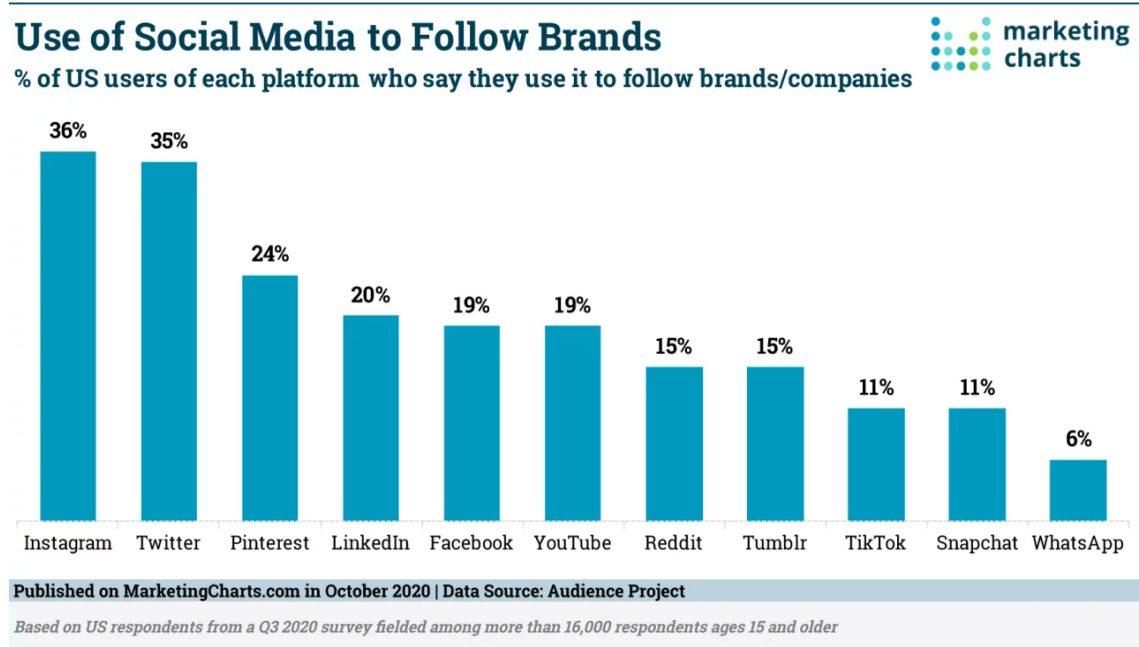


Figure 18. Use of social media to follow brands (MarketingCharts.com 2020)

One of the most typical mistakes that brands make on SMM plans is not having a goal-driven strategy (Patel 2021). A strategy is specified by a plan which answers the core question 'Why should the customers choose your product / services?'. According to Barker & al. (2017, 23), "An SMM plan details an organization's social media goals and the actions necessary to achieve them". Having a clear plan is essential; otherwise, the business will miss opportunities to understand the digital marketplace (Ryan 2021, 28). A detailed plan also helps other people within a company focus and work as a whole and marketing activities operating in legislative frameworks (Ryan 2021, 30). In short, an Instagram marketing plan for Bobachik means using Instagram as the leading social media channel to increase brand awareness for the restaurant.

There are many reasons why a company needs a SMM plan, but primarily, it connects target audiences with the brand's objectives (Heinze & al. 2020, 98). Studies have shown that 70% of brands only post random content on their social media without carefully considering why and how it affects brand awareness (Dao, 2020). Having a channel is not enough; brands need a specific plan to create and distribute content effectively, based on the target audience's understanding. Suppose the brand does not have a marketing plan and has never thought of specific goals, has no target audience, no timeline to update information, how to update content. In that case, they will indeed have difficulty communicating the correct information or interacting with potential customers (Coles 2018, 14).

Figure 25 is an adapted version from the social media planning cycle developed by Tuten & Solomon (2013). Even though there is a starting point (situation analysis) and ending point (measurement), the process is defined as an interactive and iterative process (Barker & al. 2017, 23; Heinze & al. 2020, 98), as brands continuously optimize and improve the responses of customers as well as changes within the Instagram ecosystem.



Figure 19. Social media planning process (adapted from Tuten & Solomon 2013, 36)

The first step in the SMM plan is situation analysis. Quesenberry (2021, 83) describes this analysis by collecting information both inside and outside the company. Internal information is what the company has, such as resources, capital, slogan, current mission and vision; External information is factors that the company cannot control, such as new policies, pandemics, and competitors (Tuten & Solomon 2017, 37). The most important information is then summarized into the SWOT analysis (also known as SWOT Matrix) to highlight the factors that most impact the brand. According to Heinze & al. (2020, 57), SWOT analysis is a comprehensive list that brands can quickly obtain to increase strengths and opportunities and reduce weaknesses and risks.

Objectives are the specific goals that the brand sets to achieve. Setting logical objectives is extremely important, as stated by Barker & al. (2017, 235), "Marketers cannot create measures with business value unless they first have measurable objectives and then map their metrics to the objectives.". One typical mistake that brands usually make is setting their goals too low (Quesenberry 2021, 81); In another hand, the goal must be logical and reasonable when placed in its financial and human resources. Tuten & Solomon (2017, 39) mentioned that goals might change based on the situation and the problem; therefore, it is essential to be flexible and adaptive depending on changes both inside and outside the brand. It is always recommended to set the objectives following SMART guidelines to ensure comprehensive achievement. SMART objectives stand for specific, measurable, achievable, relevant and timely (Doran, 1981), as summarized in the following table.

Table 2. SMART objectives (adapted from Minnesota Department of Health s.a)

Specific	Objectives are well-defined and clear to other members and stakeholders.
Measurable	Data used for measuring target results and showing improvements or success.
Achievable	Objects are achievable within brand's resources, knowledge and time.
Relevant	Objectives are compatible with the goal of brand's team and other stakeholders.
Timely	Objectives should be achieved in a specific time frame.

The following two steps in SMM plan are targeting customers and choosing channels. Specifically, a good marketing plan needs to ensure that exciting content reaches the right audience, at the right time and place, in the proper format, in the correct language, and on the platform with the best quality possible (Barker & al. 2017, 42). Identifying the right audience helps brands prepare appropriate marketing content, understand the market's tastes and competitors. The right customers are about their age and their residence, social networking habits (Kitunen & al. 2019). Moreover, wrong target audience selection and unclear segmentation lead to introducing products and services that do not satisfy that customer group, which further results in customer confusion and makes it difficult for products and services to stand firmly on the market. Parallel to the target identification is effective channel selection (Barker & al. 2017, 43). Each channel will have different strengths. Choosing the right channel will make long-term marketing plans effective; if going in the right direction that the long-term plan has given, it will profit businesses significantly and affirms brand position in the market. Ryan (2021, 256) and Quesenberry (2020, 94) emphasize bringing value proposition to the target audience through social media,

convincing them why they should use the brand's business. In return, it leads to the next step, marketing audit.

A marketing audit assesses all internal and external factors of a company comprehensively and systematically. (Majeed 2019; Quesenberry 2020, 96.) The marketing audit also focuses on analyzing capital and human resources (Ryan 2021, 368). Companies can conduct marketing audits by listening to their team's opinions in the company or using a third party to ensure objectivity. Regardless of the method used, Majeed (2019) emphasizes three criteria: comprehensive, systematic, and regular. A good marketing audit shows the business's strengths and limitations, the relationship between the stages in an organization; Finally, a marketing audit is a task to be done regularly, before and during SMM, not just when things are getting better or worse.

A practical action plan shows cohesion between the steps mentioned above. This thesis divides the action plan into two smaller parts: content and publishing plan. Pleassis (2017) defines the purpose of a content plan to share helpful information with users. Compelling content will help businesses build long-term relationships with customers (Hootsuite 2021), increase brand awareness and increase sales (McCoy 2021). With Instagram, brands can easily connect content to the website, landing page, or other social media applications. The linking advantage of Instagram creates the perfect marketing strategy with consistent content, bringing excellent efficiency with maximum cost savings. The publishing plan shows relevant, non-repetitive content and reaches customers in more approaches, such as photos and videos, than just plain content (Ryan 2021, 198).

Finally, it is the evaluation of the results. Suppose a marketing campaign is short and small. In that case, it is easier to evaluate the metrics and costs than a long campaign involving multiple stakeholders. One of the simplest ways to evaluate if a marketing plan is working or not, according to Barker & al. (2017, 232), is by comparing the initial objectives with the campaign results. Brands can determine these parameters on the Instagram platform through

- Number of likes, comments, shares of the post
- Number of people who have saved posts
- Number of hashtags appearing
- Post total viewers / number of reaches
- How people discuss the product, service, and brand
- Sentiment score: customer's feedback positive / neutral / negative
- Number of products sold through the Instagram channel.
- Percentage of web traffic has increased compared to other periods
- Prioritizing metrics, especially for a new company.

3.4 Instagram algorithm

An algorithm is a set of rules on how to organize the user's visibility, monitoring by computer (Levy 2020, 251). In June 2018, Instagram product lead Julian Gutman explained how Instagram uses a machine-learning algorithm to create a unique feed for every user, though they may follow the same amount of people and brands (Constine 2018). The primary metrics develop a coherent relationship, shown in the figure below.

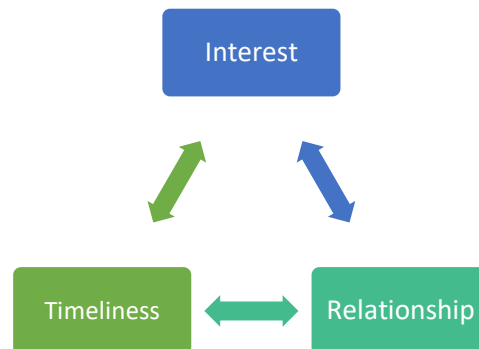


Figure 20. Instagram algorithm based on three primary metrics

First of all, the interest is based on users' interaction history; what post we have commented, liked, shared, from that Instagram predicts the content we will most likely click "like" and put it on a higher rank. In short, people who like food will see more restaurants' posts. Secondly, relationship describe people with whom we usually interact on Instagram will have their posts more visible. Timeliness refers to "publishing recency"; the newer the posts, the higher the chance people will see. Other supportive metrics that affect the feed such as

- Frequency: if a user opens the app less often, he/she will only see the best posts
- Following: a user who follows fewer people will see more content of who they follow
- Usage: a user spending half an hour browsing their Instagram feed will see more kinds of posts, including those with poor content. However, users who only spend five minutes on the Instagram feed will see the most influential posts.

Though the Instagram algorithm has been controversial about confusing ordering (Constine 2018) and its effectiveness (Corr 2021), understanding the Instagram algorithm is essential in building effective content and engaging customers. The photo below is a summary of how the Instagram algorithm works.

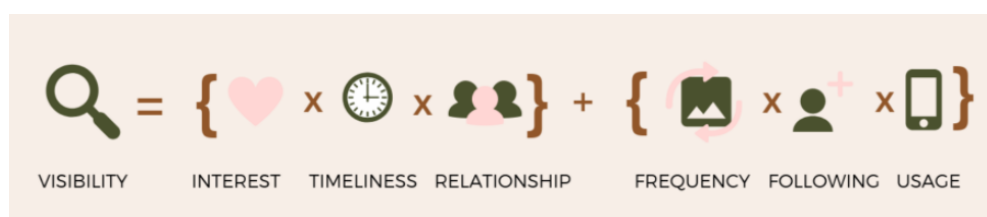


Figure 21. Instagram algorithm (Small and Mighty.co 2021)

3.5 Result measurement from Instagram Insights

Instagram offers a free analytics tool called 'Insights', in which businesses analyze content to develop marketing strategies that succeed (Trillo 2020). Insights include activity, audience as well as promotion metrics.

3.5.1 Activity insights

Activity insights show how effective promoting a brand has been (Trillo 2020). Brands can check activities from the last seven days or 30 days to see how audiences have discovered them by numbers of profile visits, website visits, reach, impressions.

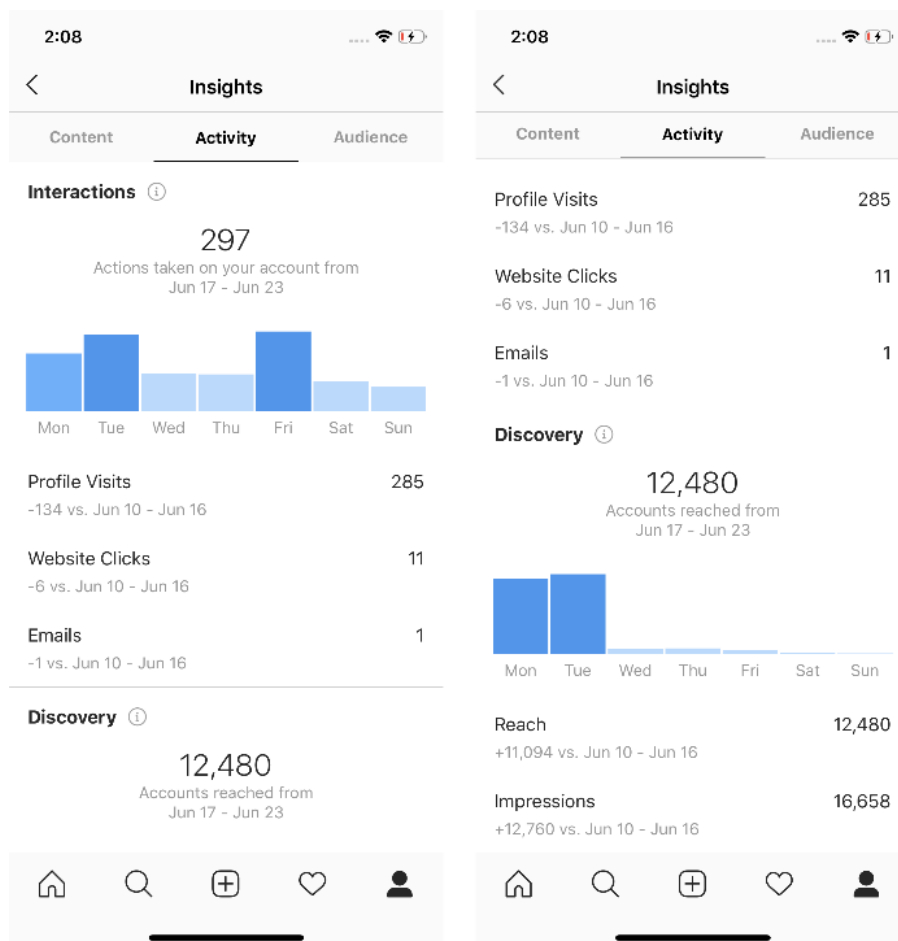


Figure 22. Instagram activity insights (Animoto 2019)

3.5.2 Audience insights

Audience insights provide information on location, age range, gender, active hour, overall growth in followers. These insights are essential, as brands can check if the audience engaging on Instagram is the ones they are targeting (Trillo 2020) and culture and diversity, which brands should break through (Holt 2016). The photo below is an example of audience insights.

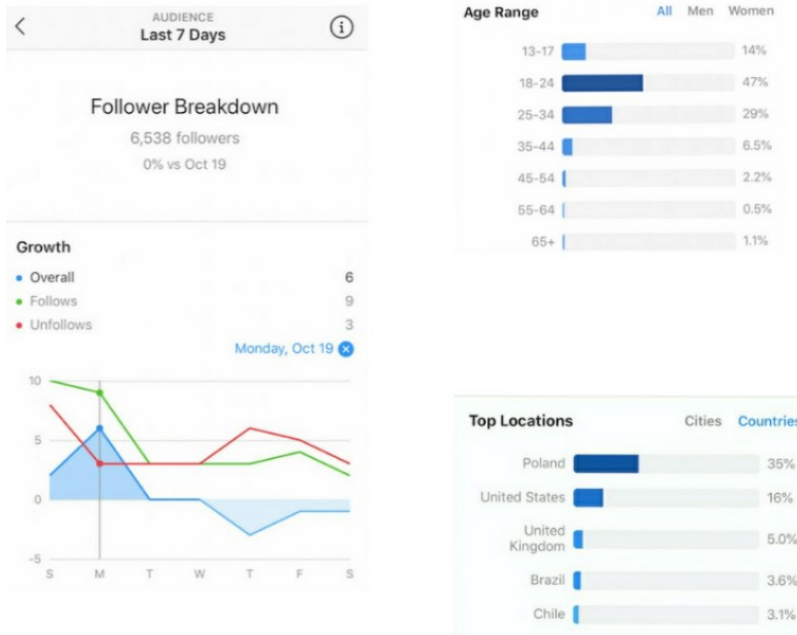


Figure 23. Audience insights including age, locations and growth (NapoleonCat 2021)

3.5.3 Promotion insights

Promotion insights show brands how many people have reached an ad and the ad's costs. It is a good part, as brands can calculate the cost spent on paid advertisements and compare that with revenue to leverage effective content in their business objectives (Aminur 2021) and target a specific audience (Trillo 2020). The figure below shows how promotion insights look.

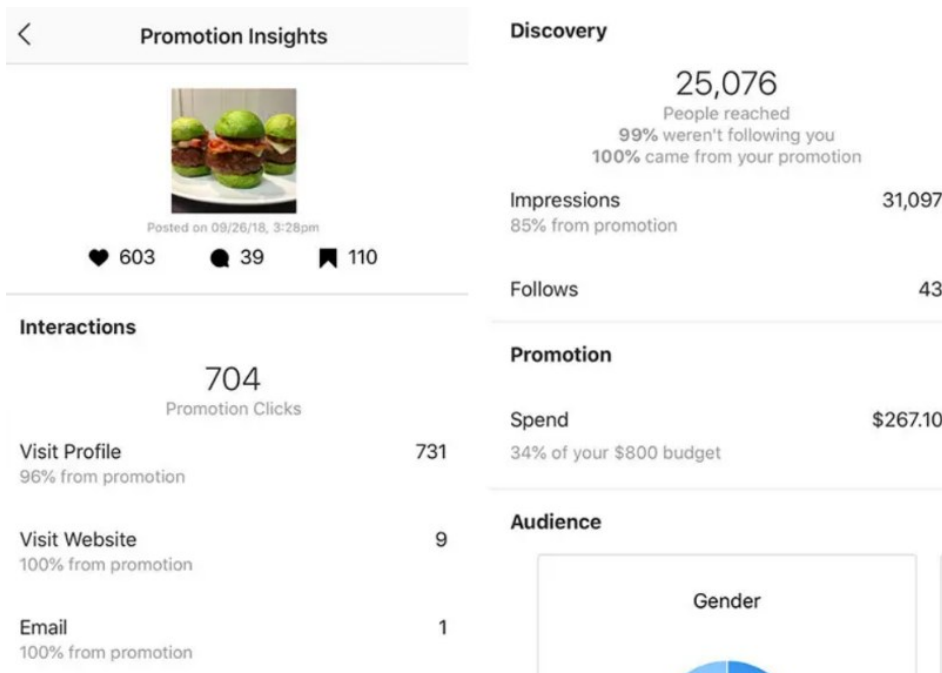


Figure 24. Instagram promotion insights (Evinex 2020)

4 Building Instagram marketing plan

This chapter presents the Instagram marketing plan for Bobachik, built from main findings from theoretical research and semi-structured interviews. The financial aspect is not included in the situation analysis. Both author and Bobachik's owner consider it a confidential matter. Selecting channels and vehicles is not included either, as Instagram is the main channel throughout the whole thesis. From the interview analysis, I have come up with valuable main findings.

First of all, the mission and vision of a company are what impress customers. Bobachik's Instagram should remind their customer what makes them different from others while producing Instagram content. What differences not only come from the design, but also from the product ingredients, customer service, attitudes towards the changes, the motto, how the company adapts and goes through difficulties, especially when COVID-19 is happening.

Secondly, people go to the restaurant mainly because of previous experiences. However, they are also attracted by content from social networks. Most interviewees pointed out that they check Instagram mainly at noon and at night because it is break time. Hence, the hunger and urge to try the food encourage them to visit the restaurant as soon as possible.

Visual appearance, content and interactive activities are the three most essential elements that a restaurant should regularly invest in social networks. Original photos and creative content help customers not to imagine the product. Interactive activities, like offers or discounts, mean increasing brand awareness, which is also the main objective of this thesis. Discounts for a certain period are intended to increase conversion rates during the promotion period.

The optimization of the Instagram profile is essential when the company can select and update the most crucial information on top: address, phone number, website, opening hours, email and a brief slogan highlighting the restaurant's unique personality with emoji symbols. Optimizing customer profile is intended to create an attractive introduction, which leads to seeing other parts of the restaurant's Instagram.

Photo and Story are two types of content that need to be further developed, not Live or Video as it takes a lot of time to produce a video or a live stream when Bobachik's team resources are limited. Users from 18 to 34 find photos and stories interesting, while the

older groups find it hard to navigate around the platform due to its continuously changing visibility and content types.

Finally, feedback is expected to appear more on Instagram. Feedback or review is expressed through how the customers use hashtags, post comments or write a review. Either way, it enables potential customers to see how open the restaurant is in taking mixed comments and improving products.

4.1 Situation analysis

Bobachik is a Vietnamese restaurant that features two essential products: bubble tea and Vietnamese homemade bread. Ingredients of bubble tea and bread are made by the restaurant's owner herself to ensure the fresh, authentic and delicious quality following Vietnamese standards. The concept is to sell bread and bubble tea as one combo. Bobachik also sells a single product if customers only want to experience particular food or drinks. What makes the restaurant unique are high-quality materials, friendly customer service and an experienced chef who understands how to make authentic food.

The figure below shows in detail the current situation of Bobachik restaurant using a SWOT analysis template. This current situation analysis is the result of semi-structured interviews. From the analysis, we can see other effects that impact the restaurant, besides its advantages.



Figure 25. Bobachik Restaurant SWOT analysis

Currently, the authentic food, customer service, and locations are the restaurant's biggest strengths. Besides, Bobachik is also active on social media (Facebook, Instagram) and cooperating with delivery services such as Pandora and Wolt. The average price is around ten euros which is considered suitable for their target audience. Their location situated in Helsinki is already a big plus as it has convenient public transport and stays close to many famous tourism destinations of Finland.

In weakness section, there could be more marketing efforts as Bobachik is new on the market, and the activities they try to promote on Instagram are mainly in English. It is understandable to a new restaurant with limited resources, the expansion to other languages may not be in the near future. The restaurant premise is pretty small and does not afford to host more than ten people at once; consider the situation as usual as before COVID-19.

About opportunities, there is a high demand for home delivery opportunities as Bobachik has had a certain number of loyal customers and potential ones who do not want to travel to the center because of the social distancing. The interviewees mentioned that Bobachik could also cooperate with ResQ to offer leftover portions so customers can come and pick them after working hours. Currently, the restaurant does not open on Sunday, but there is a high chance for that in the future.

All eight interviewees pointed out that COVID-19 is a significant threat to Bobachik restaurant because it requires the business to adapt to the changes continuously. Besides, other Vietnamese restaurants and possibly new ones in the future offer the same food and drink and thus reduce the number of visits to Bobachik. As a small and new restaurant, Bobachik has a limited budget spent on marketing; that is why social media, especially Instagram, is the best option because it aims to visualize the product offering at Bobachik.

4.1.1 Competitors analysis

When comparing Bobachik with two other Vietnamese restaurants in the Helsinki area, there is a gap in price, premises, food quality, customer service and location. The saturation point in analysing current Bobachik's situation and competitors occurred at the fifth respondent. The last three respondents confirmed that the information was correct. The figure below shows positioning of three restaurants of middle and small size and have the same opening time in the Helsinki area that appeared in respondents' answers. The x-axis shows five important criteria to evaluate a restaurant, and the y-axis is from five to ten, the higher it is rated, the more satisfied customers are.

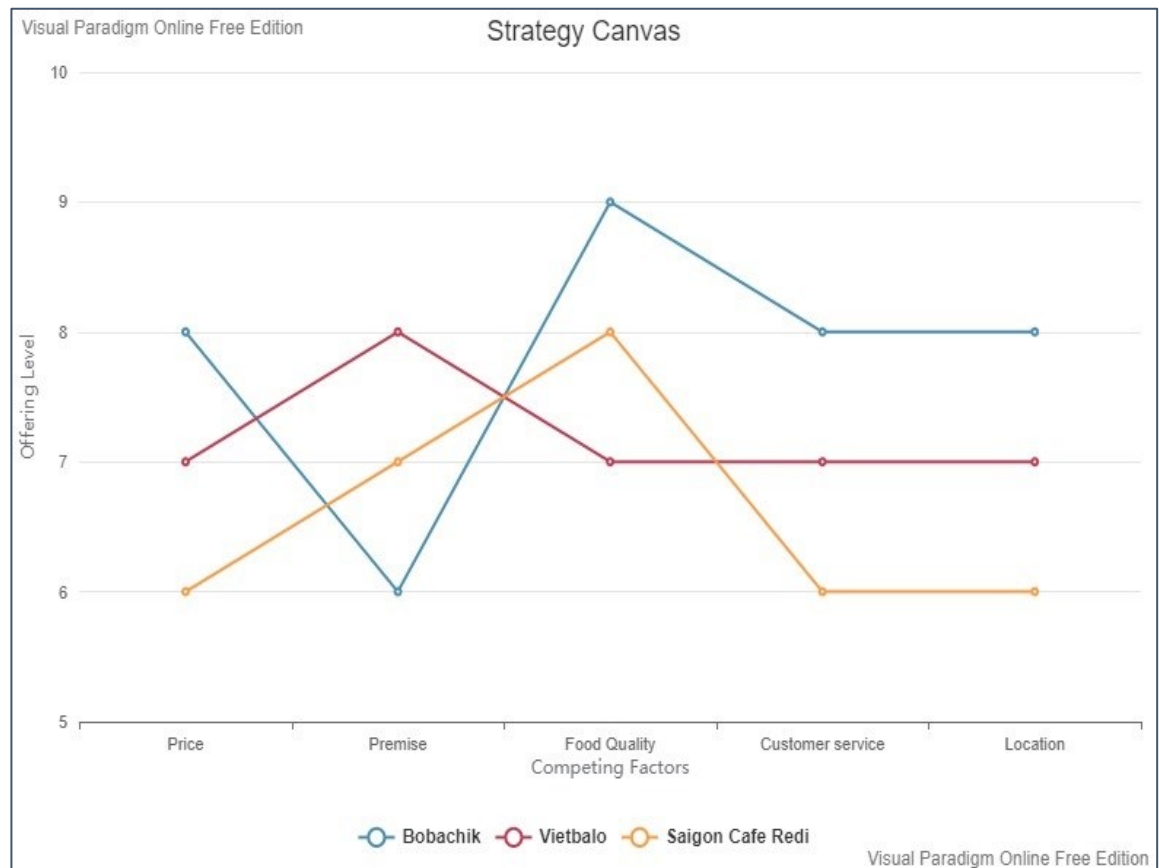


Figure 26. Positioning of new Viet restaurants in Helsinki area by strategy canvas

The biggest advantages in Bobachik compared to the other three restaurants are the reasonable price and food quality. This price difference (over 15euros per item) can be explained by location as the other two restaurants are in shopping areas like Redi or Tripla. Moreover, their menus are more diverse, so the ingredients may not be as fresh as the Bobachik restaurant. That is also a notice that limits Bobachik from using promotions too often to reduce the brand value and link the Bobachik brand with 'discounted products'.

As mentioned in the previous sub-chapter, a central location with convenient public transport and close to other services has given more potential for Bobachik. SaigonCafé Redi location is far for people who live in Espoo, which takes around an hour by public transport to come there and another hour to get back. Vietbalo premises have indoor and outdoor premises that can host more people simultaneously than the other two restaurants. However, the respondents' perspective emphasized the Bobachik's customer service at the premise as 'friendly, genuine and timely'. This is a good base for Bobachik to maintain and improve its customer service quality.

4.1.2 Instagram current situation analysis

It was not possible to see the Instagram internal information due to privacy matter. Therefore, I used Napoleon.cat as an Instagram analytic tool for the business account, the analytics below shows the overview of Bobachik Instagram from 1st to 31st of March 2021, giving an overview of activity insights from Bobachik's Instagram account.

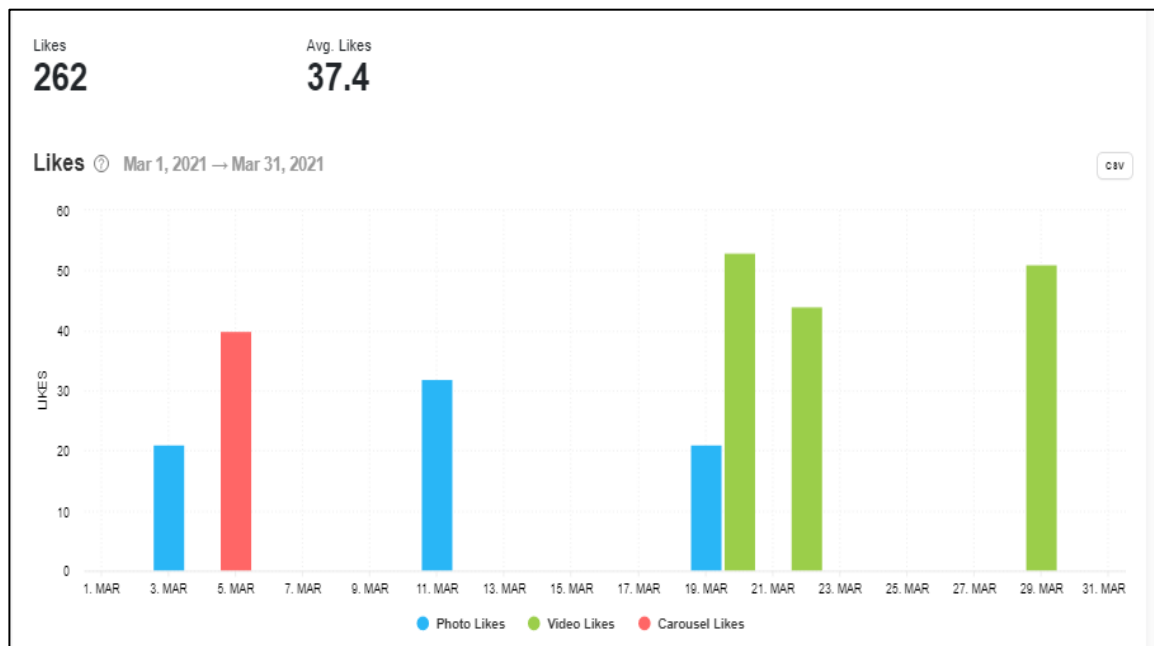


Figure 27. The total number of Likes by the post type in March of Bobachik Instagram

The restriction of closing restaurants was applied during March. It's clearly impacted on the restaurant. Most of the activities happened the latter half of March. The numbers are as follow

- There are seven posts: three images, three videos and one carousel. The content types of majority are similar to the main types mentioned in sub-chapter 3.2
- With seven posts in 30 days, the average post is 0,23 post per day. This rate means that it takes up to 5 days to develop a complete content type, which is slow
- The total likes are 262; the average likes are 37.4 per post
- The total comments were 6; the average comment is 0.9, which means most of the post has zero comment
- The likes from video posts are much higher than images or videos.

Based on Hootsuite's calculation of engagement rate by posts (Sehl 2019), the average engagement rate by posts is calculated by (the average likes / total followers) multiply 100. In figure 29, the average number of likes in March is 37.4, and the total number of followers is 251. Therefore, Bobachik's average post engagement rate is around 14%. The percentage is higher when Bobachik uploaded video posts, which results in 20%.

Post engagement by day of the week, the best time to post and the most interactive hashtags in March 2021 are attached as appendix 3, 4 and 5. The most engaging hashtags that interacted with customers effectively are 'helsinki', 'bobachik' and 'aikatalo', used by the total number of interactions received during the selected date range. The most attractive post of last month was a video post on the 29th of March showing how a bubble teacup was made, including 182 views and three comments.

Bobachik's followers are most active on Monday, with 98 interactions occurred averagely, much higher than Friday (64) and Saturday (53). The time when their followers are most active is around noon. Arens (2020) stated that 9 am to 4 pm from Monday to Friday is the best time to engage with customers. This could increase faster with Instagram Stories. According to the interviewees, this popular timing could be explained by lunchtime and hunger when customers normally search for places to eat.

The analysis covers results based on sub-chapter 3.5.1 and in-depth interviews as it shows activity insights of the restaurant in thirty days. Due to Bobachik's single post in April and paid version for a longer period on Napoleon.cat, I conducted my analysis in March to ensure the data was diverse and could show fluctuation in a longer time.

From the analysis, Bobachik had specific contents they prepared in advance. However, the distribution of content types was not consistent, as they appeared two days in a row and then came a long break before the next ones shown up on Instagram. It was not possible to analyze their story posts as they disappeared after 24 hours since uploaded. The figure below shows the Instagram post engagement rate of the restaurant in March 2021.

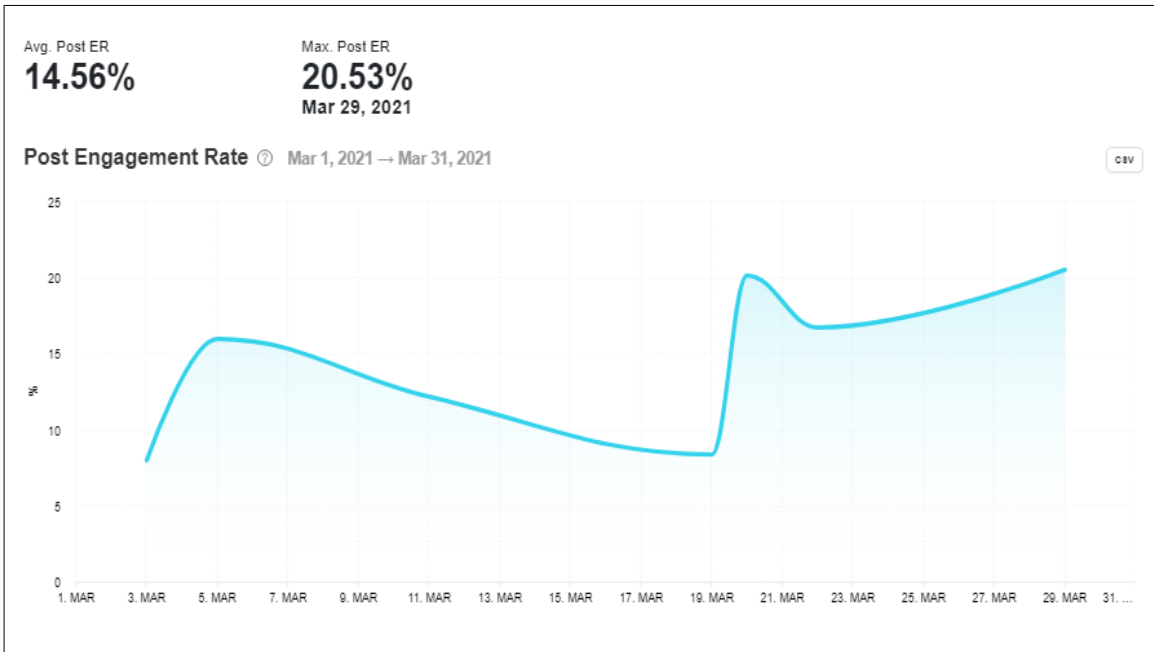


Figure 28. Bobachik's Instagram post engagement rate in March 2021

4.2 Objectives of the plan

This Instagram marketing plan's main objective is to increase brand awareness for Bobachik. Therefore, two goals concretizing this objective include increasing the number of followers and increasing the engagement rate. All the characteristics of the S.M.A.R.T model during the process of setting goals to obtain this objective are taken into consideration.

With the current number of followers of 250, I suggest that the number of followers would increase to 550 after three months and to approximately 1200 followers after a year. Increasing followers should mean that Bobachik's content reaches more people and results in a higher engagement percentage. From the analysis above, I propose to raise the average post from 0.23 to 0.5 per month, which means Bobachik could produce content every two to three days. Besides, it would be better to increase the average post engagement rate from 14% to 30% after two months, which means about 70 likes and five comments per post (excluding replies to comments from Bobachik).

In my opinion, the engagement rate is more important than the number of followers because it shows that Bobachik's content is quality and useful to those who follow the restaurant. The engagement rate increases also means that Bobachik content appears more often in followers' feeds, according to the algorithm mentioned earlier. Though it does not mean that they need to publish a photo a day to get customers' attention, the content quality should be good. The restaurant can measure these metrics monthly to evaluate if the goal needs to be adapted.

4.3 Target audience

It was impossible to see the audience's insights as it is an internal part of Bobachik. Therefore, the target audience is based on figure 12, which shows the main age distribution of Instagram, analysis of Bobachik's current situation on Instagram in sub-chapter 4.1.2 and the semi-structured interview of questions three to seven appendix 1.

The target audience is interested most in videos, photos and carousel posts. Stories is an extra part though it was not shown in figure 29. The biggest target audience is from 18 to 34 years old. The majority of the target audience is women (Hootsuite 2020); the target groups are students and employees as the food and drink prices are considerably reasonable.

From the results of in-depth interviews, a restaurant's Instagram becomes attractive to customers primarily from visual appearance, open feedback, reviews, and menu. The respondents visit a restaurant mostly from previous experiences, social media, recommended by friends and family. Therefore, the first impression is essential. The target audience of Bobachik is mainly local people from the Helsinki area, which are influenced by word-of-mouth and feedback from others who have been to the restaurant. Experiences are much reliable when shared on Instagram (Metzcler 2019).

4.4 Marketing audit

Regarding previous research earlier, the marketing audit should access both internal and external factors of a company that shows their strengths, limitations, capital and human resources (Majeed 2019; Quesenberry 2020; Ryan 2021). The internal marketing audit can be done by listening to team members or outsourcing third parties to ensure objectivity. However, due to the COVID-19 pandemic impact resulting in limiting resources, there have been changes in personnel and business concepts to adapt to the situation in the Helsinki area; thus, the internal part of Bobachik is not accessed regularly and in a systematic way at the moment. In this thesis, the marketing audit covers external factors based on theoretical framework and data collected from individual interviews (questions five and seven in Appendix 1).

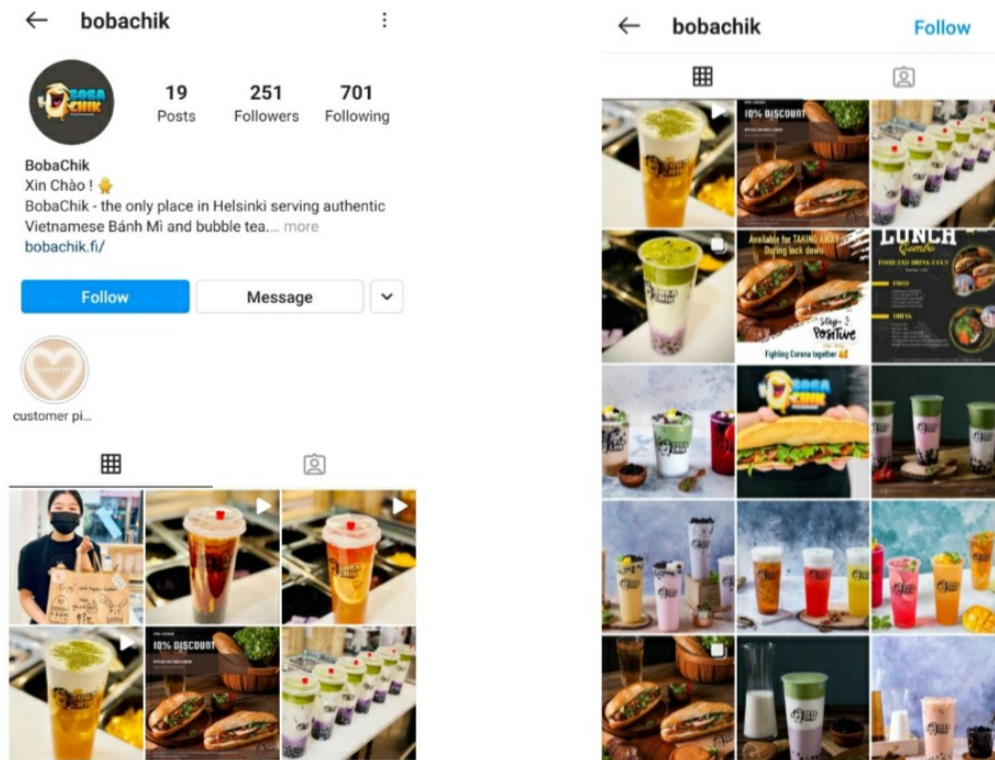


Figure 29. Screenshot from current display of Bobachik Instagram

Bobachik's Instagram has actual content such as images and videos. Color is also chosen positively, suitable for the target audience of 18 to 34 years old that the restaurant is targeting. From the first post on the 17th of February until now, Bobachik has 19 posts, which means an average of 2.5 posts a week. This frequency shows that the restaurant has been proactive in increasing brand awareness on Instagram with several contents.

However, based on the data collected from semi-structured interviews, it showed that: although all eight people follow Bobachik's Instagram, seven out of eight responded that Bobachik's content seemed very random according to a set of photos or videos. The description of each post is also in the direction of keeping the feed up to date rather than showing much investment in the content, as the single question repeats quite a lot in addition to using familiar hashtags. Therefore, having a specific content plan is essential to help restaurants achieve higher engagement rates than they currently are.

4.5 Content and publication plan

A content plan is the next step after analyzing the current situation, defining objectives, customer segmentation, and marketing audits. "Content is king" is a saying that has never been outdated in any field, but the Instagram content plan is a strategy that the brand needs to exploit and utilize effectively (Ceambur 2020) due to its continuous changes in features and how Instagram decides to make each user's news feed visible based on the content quality and frequency of publishing.

A good content plan shows relevant, non-repetitive content and reaches customers in more approaches, such as photos and videos, than just plain text (Ryan 2021, 198). It was also mentioned in the semi-structured interview, one of the most typical mistakes brand usually make is posting random content on every platform they have, which is a waste of time and doesn't get proper results. Considering the objectives and target audience that are set for the restaurant, the content and publication plan will be simple yet effective that aims to reach the right customer with a clear message.

Visualization is the core that drives the attention of the customer. The majority of interviewees follow Instagram of a restaurant because they are interested in photos and videos of food and drinks, offers and promotions, opening hours and contact phone numbers. For Instagram for restaurants and specifically Bobachik, the interviewees emphasize more pictures, videos and especially stories of the products, the atmosphere and the interaction between customers and restaurants. Another surprise from the interviews is that there should be feedback and reviews from people who came to eat at Bobachik. Also, most of the respondents want to see the content like images, and they think that story will be more

effective than video because it is shorter and message delivery is way more effective than longer video.

From that result, I create a content and publication plan that Bobachik revolves around two main factors: content (product, offer, review) and content type (photo, stories, video). The content plan is also a trial version of combining promotions and content types during the timing. This plan lasts for two weeks and can be adjusted according to the season or the Bobachik owner's wishes. The plan is attached as appendix 6.

The content plan emphasizes short, easy-to-understand posts. Participants from the semi-structured interviews mentioned that Bobachik might be over-repeating the use of the question without emphasizing what makes the restaurant unique or the process of building a product. Out of the 20 posts in total, about 16 articles use a single question in the post, but the average comments are only from zero to two. Compare the average number of comments with current followers of 260 people; the engagement rate is low in my perspective. In the description of an Instagram post, I recommend writing at least three to four sentences, using emoji, bullet points, numbers, and hashtags – one thing Bobachik is doing very well.

For one month following Bobachik's Instagram, the participants in this thesis pointed out that Bobachik had not often used story features as part of their marketing activities. A story is one of the quickest ways to promote brand awareness. There are about 500 million accounts using stories every day; 50% of people in a survey said they had visited a website to buy a product after seeing Stories (Instagram Advertising 2019). A story idea is also attached in the content plan.

Besides the formats, it is essential to post their own opinions about each food type and price so that users can choose right on Instagram without spending too much time browsing from the home website. In addition to content planning, Bobachik should try Storrito to schedule their posts. Storrito is a tool that allows users to upload Stories from the desktop computer and schedule them in advance. The free version allows to schedule 10 stories per month.

I designed two illustrations below as examples for photos and stories. The illustration samples were made by Canva.com, one of the best resources to design ideas on Instagram without spending much money. Images used during designing illustrations were taken from Bobachik's web page.

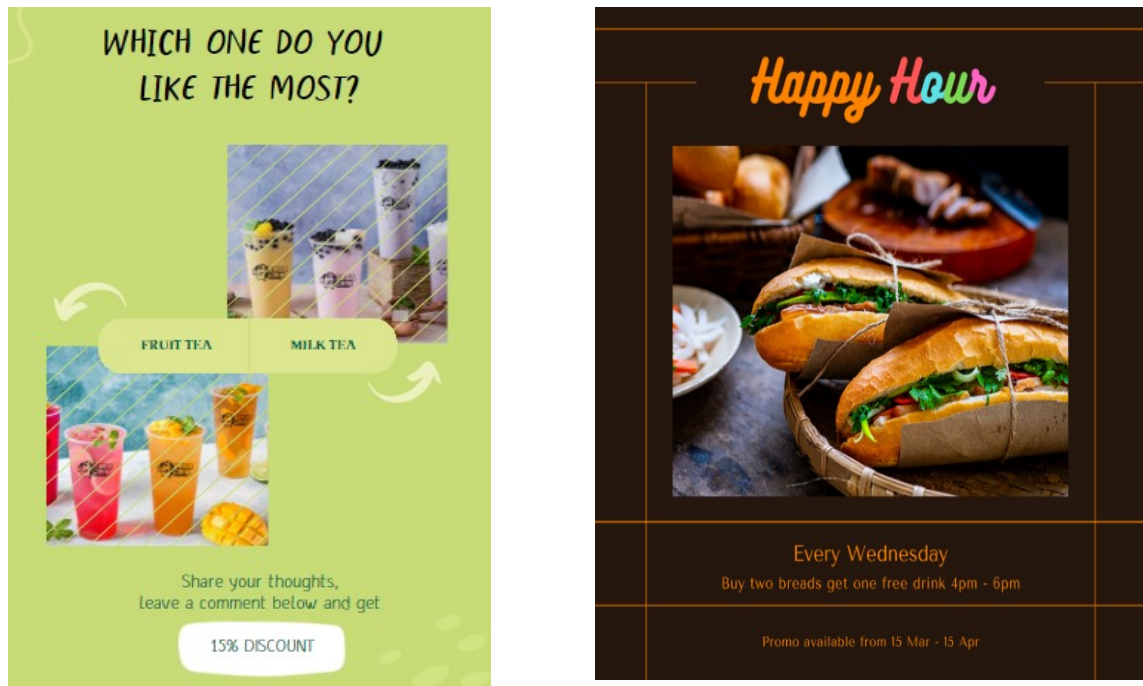


Figure 30. An image post (left) and a story post (right) designed by Canva

Both Instagram stories and videos are quick ways for Bobachik to express the restaurant's personality. The content of stories and videos, in addition to the topics mentioned above, can also develop onto many other topics; for example, tips (how to recycle a plastic cup after drinking tea), behind the scenes (how staff prepares bread and ingredients), ask for opinions: this or that, etc. Besides, the restaurant should also optimize their Instagram profile bio (Sharma 2021) using separate headlines, restaurant addresses, email, home page, hashtags and contact phone numbers that customers can contact quickly. The following figure is a good example that shows all the essential information from a restaurant.

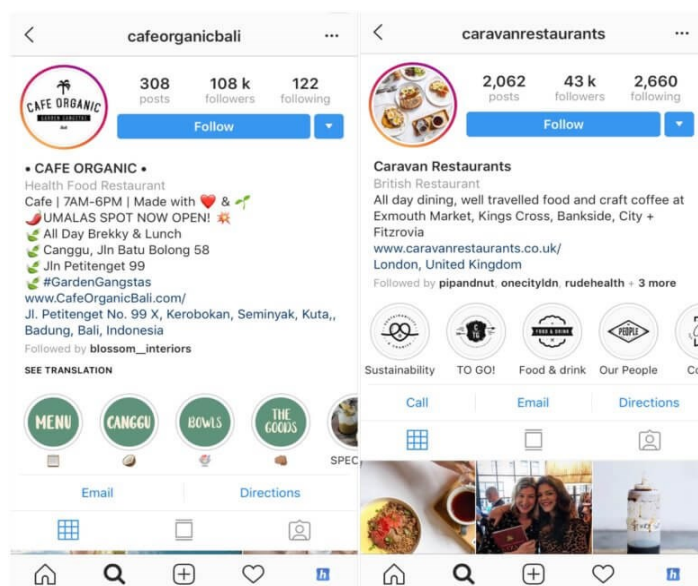


Figure 31. Instagram bios of Café Organic and Caravan restaurant (Cronin 2020)

4.6 Cooperating with influencers

From the semi-structured interview and discussion with Bobachik owner earlier, using influencers is an excellent opportunity for the restaurant to increase brand awareness to a big group audience.

It is a big challenge to properly secure budget as using influencers that may not wholly promise a reasonable engagement rate (Jarrar, Ayodeji & Awobamise 2020, 51). There might be no correlations between the influencer's followers and the brand's target audience. Choosing influencers that understand the product will be more important than those who have many followers but are not relevant to the product. On Instagram, Bobachik can suggest hashtags about or related to products to influencers on restaurant-sponsored posts. Using hashtags through influencers helps promote the restaurant's brand to a broader audience and makes media content for Bobachik easier to find in Instagram's Explore section.

It would be best if Bobachik also evaluates how much influence the influencers have over their followers. When negotiating with influencers, I recommend making sure that Bobachik's goals are clear. Defining clear goals will help influencers deliver results that match Bobachik's expectations. Example: If the main goal is to increase brand awareness, using hashtag with Bobachik's name is effective. Another way is that influencers share a discount code on the restaurant's sponsored content on Instagram.



Figure 32. An Instagram post using influencer with promotional code (Sushivid 2020)

In my opinion, Bobachik could try using influencers from outside the Vietnamese community, such as food bloggers from Korea or Japan with over 1000 followers. Starting with a small number will help monitor and evaluate the outcomes easier. Below is an example of using influencers with discount codes.

When using influencers with a large number of followers, there are several tools that brands can use to identify fraudulence. Apps called Social Audit Pro, IG Audit, HypeAuditor can differentiate fake accounts or purchased followers and likes. To ensure success on Instagram, brands should continuously monitor fake followers' signs to ensure an authentic audience.

4.7 Measurement

As earlier referred, measuring return on investment is one of the biggest challenges in this Instagram marketing plan because each content type takes a different time, effort and budget to create. When measuring SMM effectiveness, companies should demonstrate whether business profitability would grow after a period, compared to the cost and total turnover (Quesenberry 2021, 83).

The table below is an example that I have developed to measure content effectiveness, including both organic and paid promotions. It includes four types of most popular content, key performance indicators and budget that Bobachik can modify according to their current situation and business concepts.

Table 3. Element in measuring results of Instagram marketing plan

Type of content	Target audience	Objective	Key measures	Time and budget	Results
Photo	All groups	Provide useful information and keep the feed updated	Likes and comments	Few hours and 30 euros	
Video	All groups	Promoting product with short video and subtitle	Views, likes, share and comments	A day and 60 euros per post	
Story	All groups	Quick notice of some event going on at the restaurant	Using hashtags, comments, like or share	An hour and 20 euros	
Paid promotion	Group of 18 to 24 years old	Boost sales and brand awareness	Sales that come from the paid promotion	5 days with 20 euros / day	

Besides the key measure in the table above, I also suggest considering other measuring factors. Bobachik can check the following factors from Instagram Insights, mentioned in sub-chapter 3.5 and how I analyzed their current situation in March 2021 using third-party tool like Napoleon.cat, Minter.io or SocialBakers. By then, the restaurant will have a better picture of customer behaviors and adjust their budget list for paid promotion. The measuring factors are

- Private messages: How many private messages that they receive on Instagram? What questions they usually receive? How quickly they answer the questions?
- Content quality: What kind of content has comments and what doesn't?
- Hashtags and repost: What kind of content usually receives hashtags and reposts from customers?
- Website visits click-through link and email signup: Compare the number of website visits from Instagram to other platforms; Bobachik can see the efficiency of producing the right content to the right target audience. This number also indicates whether the customer access web page from Instagram is the target audience that Bobachik is aiming to.

5 Discussion

This chapter aims to present insights from data analysis, importance of main findings, recommendations for further development, feedback of the commissioner in applying Instagram marketing during the COVID-19 pandemic and my self-reflection throughout the whole thesis process.

5.1 Data analysis, reliability and validity

Data analysis in qualitative research is the process of interpreting participants' responses to form evidence-based conceptualization revolving around the research issue (Hennink & al. 2020, 212). In this thesis, the data analysis from semi-structured interviews follows four principles (Yin 2018, 199) to ensure reliability and validity, including covering all the evidence, competitor analysis, addressing the most significant aspect of the research, and enhancing one's own understanding previous related studies.

The relationship between validity and reliability is closely linked, described in the illustration below. As can be seen from the illustration, this is a one-way relationship (Gott & Duggan 2003); the study is not valid if it is not reliable.

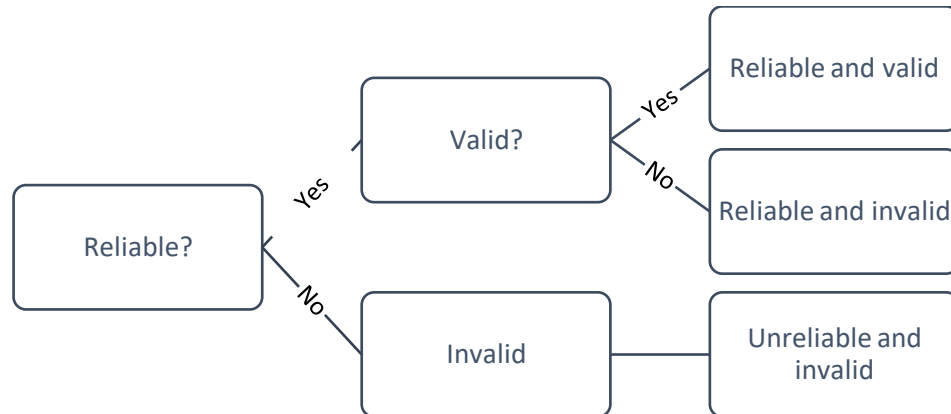


Figure 33. Relationship between reliability and validity (adapted from Gott & Duggan 2003, 8)

Litwin (1995, 2) defines reliability as the frequency of repetition of data collected, which means that the data collection should show specific characteristics that appear more regular than others. Ghauri & al. (2020, 85 - 86) emphasize consistency, equivalence and stability as the main features that make a research reliable. In this thesis, equivalence and stability are built through books, articles, magazines, scientific research journals and studies from social media experts, especially Instagram. Meanwhile, the consistency is shown through in-depth interviews where the interviewees have a certain level of knowledge about Instagram, use Instagram and follow the Bobachik restaurant long enough to answer interview questions.

Yin (2016, 88 - 89) defines validity as the ability to put the research results into practice. Validity is a consequence of reliability because it proves a well-grounded theoretical framework. Validity is even more potent if its relevance is a long-term process (Maxwell 2013, 127). Though I am aware of the validity during the whole process; as for social media and especially Instagram, this thesis's details may no longer be correct in upcoming years. Details such as algorithm and content types may change due to customers' demands and legislation. Despite that, it is possible to apply the results to Bobachik restaurant in the present time. The commissioning party's feedback in the discussion section is also vital to validate this research.

5.2 Discussions of key findings

The theoretical framework in the thesis was split into two chapters to give readers an understanding of social media before leading to Instagram. As social media has different zones and each zone features specific characteristics. Instagram is a mixture of social community and social publishing because its ecosystem network encourages users to connect and generate their own contents. (Tuten & Solomon 2015, 9 -10.) The figure below summarizes the most important key points in each part of the thesis.

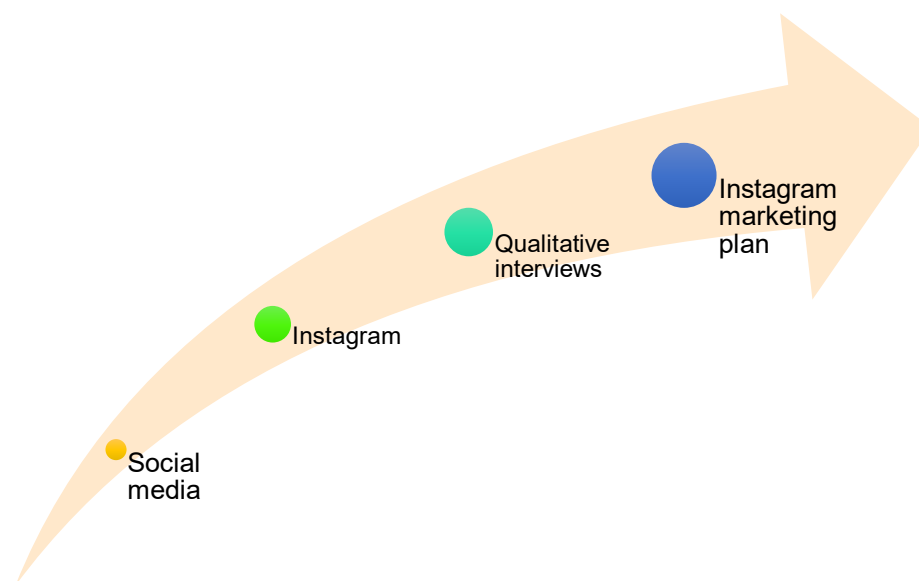


Figure 34. Main stages in the thesis

Although there are many different interpretations, social media has been and will always be for people to "communicate and share information" (Charlesworth 2017a). The concept of social media generally includes the two essential points. First, social media is a form of communication created and developed based on web 2.0 platform for information sharing and connecting. Secondly, social media is different from mass media - the traditional form of communication that has existed for a long time. This difference mainly reflects in the following points

- In mass media, information is provided in one direction for many audiences. This one-way communication process makes interaction impossible (Picard 2015). Meanwhile, social media allow information to be shared in multiple dimensions between content producers and others
- Most authors involved in the production and provision of information on mass media are usually professional journalists and reporters (Saravanakumar 2019). Meanwhile, in the current Internet development, anyone can produce social media content. This instant content creation is the phenomenon of user-generated content (UGC), which means that social media is produced and developed by society (Charlesworth 2017a)
- If a publication of information in the mass media is usually in specific periods (daily, weekly, or even monthly), the publication of information in social media can happen at any time. A blog page can publish 5-6 articles a day or 3-4 days without limits
- Information in the mass media, once published and unfortunately incorrect, must be corrected in the following publication. Whereas if this happens in social media, the problem can be quickly resolved by updating, editing, posting direct comments or corrections. For example, the editor modifies the blog post's content on the forum.

Within Instagram limitation, there are disadvantages besides its benefits. Although Instagram has proved positive social adjustments (Chia-chen & Yen 2018, 11), the visual nature is also the disadvantage of Instagram. According to Firestone (2021), most of the negative impacts of Instagram result in sleep deprivation, the self-esteem of body image and the fear of missing out (FoMO), as the news feed changing constantly. Therefore, knowing the time for posting content that would positively increase engagement and emphasizing human differences help to increase the brand's empathy towards customers.

Purchased followers and likes is another concern referring to downside of Instagram. Carnahan (2019) mentioned that about \$8.5 billion is invested annually in Instagram marketing, but 15% of that is wasted on inflated follower counts. When searching by keywords "buy followers Instagram", Google returns 535 million results in 0,65 seconds, which shows how busy the market is. The price range varies from \$0,89 to \$8, depends on the number of purchased followers. It is not possible for brands to identify if a follower is a fake account. In other words, brands can pay extra money for reaching people who simply do not exist (Ellis 2019), and so it is hard to measure the overall performance as well as return on investment. Instagram is still very vulnerable to this matter though they have been working on the algorithm and the parent company, Facebook, has around 20.000 staff working on identifying fake followers (Dean 2021). To ensure success on Instagram, brands should continuously monitor for signs of fake followers to ensure an authentic audience and improve the chance of collaborating with legitimate influencers (Buryan 2012).

As previously mentioned, it is possible to connect the Instagram business account with one Facebook page, allowing brands to update simultaneously on both platforms. This connection saves time and gives brands constant insights about how the contents diverse

in different platforms while using SMM; based on numbers of reach, impressions, click-through rate, and so on. In this thesis limitation, I did not describe the differences between Instagram and Facebook algorithms. However, it is essential to compare and analyse each platform's effectiveness in future research.

The in-depth interviews were a good chance to see how people reacted to the 'Bobachik' brand name. Though the in-depth interviews answered four primary questions, future research should explore each target audience from 18 to 24 and 25 to 34. The data analysis should open to audiences' reactions throughout different types of content, not only what they like to see but also why they like to see it. Another suggestion for further studies on Bobachik's social media and especially Instagram is the engagement rate at how much it would increase based on the suggestion mentioned to implement the plan.

About the Instagram implementation plan, it is not enough to have a business account on Instagram and post random photos on a random day. An effective marketing plan on Instagram is the combination of understanding customer insights, analytics on previous successful and unsuccessful activities, applying tools and collaborating with customers. A separate plan for spending on promotion with influencers is highly recommended to analyse the results and determine the budget for the future.

5.3 Feedback from commissioner

The thesis was sent to Bobachik's owner, Ms. Huong Pham. The theoretical research of the thesis has improved Bobachik own understanding of the interface of Instagram. The owner emphasized the practical size of the Instagram marketing plan, especially in understanding the target audience and content measurement, as it is the crucial element to know what works well and what would not.

The owner also agreed that the restaurant would expand its premises and cooperate with foreign food bloggers on Instagram soon. The owner was thankful for the measurement table designed in this thesis as it was tailored for Bobachik itself.

The outcome of the thesis was a helpful contribution to the social media growth and the overall growth of the restaurant. The owner was happy to gain the restaurant's social media activities analysis, emphasized on applying the content plan at the beginning of summer when most of the people are on holiday. The owner did not have any extra questions about the whole thesis topic.

5.4 Self-evaluation

For two years studying and participating in different projects, I had the opportunity to work with different people. However, the thesis was a chance for me to get hands-on experience and be in every step of the way by myself. That is also why I chose the practice-based type because it is important for me to see if the theories are logically applied on Instagram for business, help them increase their brand awareness.

It has been an exciting journey within the last two months, as there were courses and works in between. During the thesis process, it was not always easy to find reliable sources and put all the information into a united thesis. As mentioned earlier, the parameters for Instagram and social media are more about 'media' than 'economic'; creating valuable content is always the compass directing brands and even individuals to enhancing own awareness.

Despite being a long-time user on Instagram, there are still many things I needed to re-search, reflect and reapply. The thesis was a chance to deepen my knowledge about Instagram for business. I have learned a lot throughout time. The most important lesson for me writing the thesis is not about Instagram but critical and logical thinking, inspired by my supervisor.

Finally, the thesis is a good chance to prove that Instagram for business purposes and social media are my favorite subjects that I hope to work on within the near future.

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Appendices

Appendix 1. List of interview questions

Section 1: General opinions on Instagram

1. How often do you use Instagram? For what purposes of you using Instagram?
2. What is your opinion about Instagram? (e.g., time, effects, how Instagram customizes user's unique feed)

Section 2: Instagram elements that make a restaurant attractive to customers

3. What makes you follow a restaurant's Instagram?
4. What kind of information that you think most important to show to followers on a restaurant's Instagram?
 - a. If that content is essential, where should it be or how should it be visualized?
 - b. What is a typical mistake that restaurants usually make on Instagram content planning and why?
5. Regarding Bobachik's Instagram, what is your first impression and why?
6. Comparing Bobachik's Instagram with two other Vietnamese restaurants, what are your opinions?
7. What are your opinions about content distribution on Bobachik's Instagram? Does Instagram content affect your buying behaviors?

Section 3: Suggestions for the restaurant to optimize Instagram usage

8. Can you recall an Instagram post that you have liked or commented on or repeated watching? What motivated you to do so?
9. What kind of Instagram content would you like to see more from a restaurant?
10. What kind of Instagram content type would you like to see more from the restaurant?

Appendix 2. Key concepts

Click-through rate (CTR): percentage of impression out of one click (Mackey 2021). If there is one click over 1000 impressions, the CTR is 0.1%. The higher CTR is, the more valuable the content is.

Content creation: The process of producing variety ideas that are relevant to the target audience. It is either under written format or visualized format, and accessible to the target audience (Perricone 2020).

Conversion rate: percentage of a completed action of site visitor. This completed is divided into two types; either the visitors subscribe their emails or purchase a product/service from the site (DemamJump 2020)

Daily Active Users (DAU's): These are active users who interact with the app daily (Arora 2020)

Engagement: It is the number of interaction of users with the content (Nicholas 2020), usually measured by comments, likes, and share (McLachlan 2020) or numbers of views and unique impression.

Filters: Filters are visual effects set by the application. The purpose of filter is to enhance the exposure without necessity of photo editing knowledge (Bakhshi, Shamma, Kennedy, Gilbert 2015)

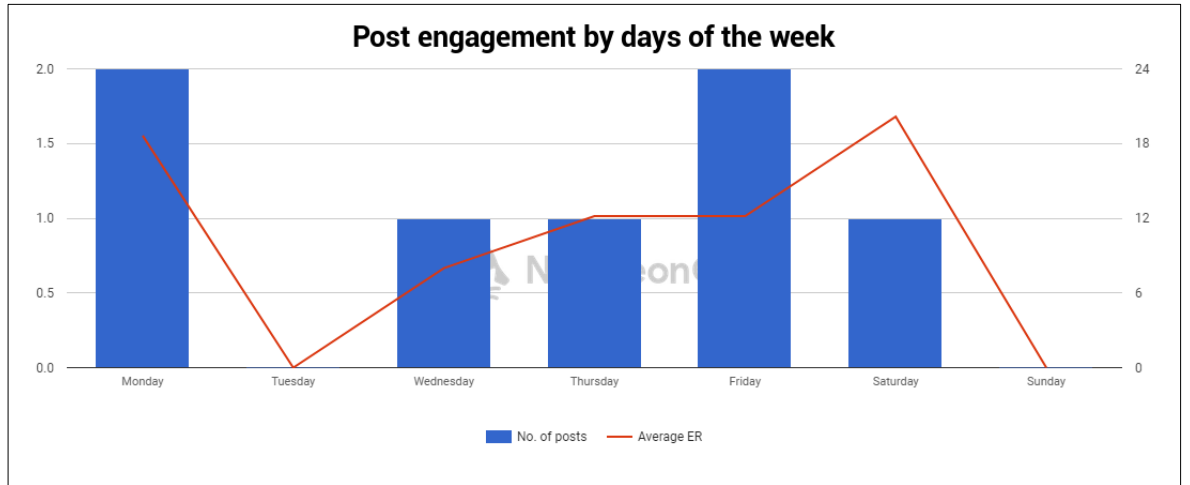
Followers: Number of users who have clicked 'Follow' button to see the content on their feeds in a regular base. (Baker 2020).

Hashtags: a term describes a # symbol in front of a relevant keyword that allows users to connect their posts to other similar topics' contents (Rauschnabel, Sheldon & Herzfeldt 2019, 1)

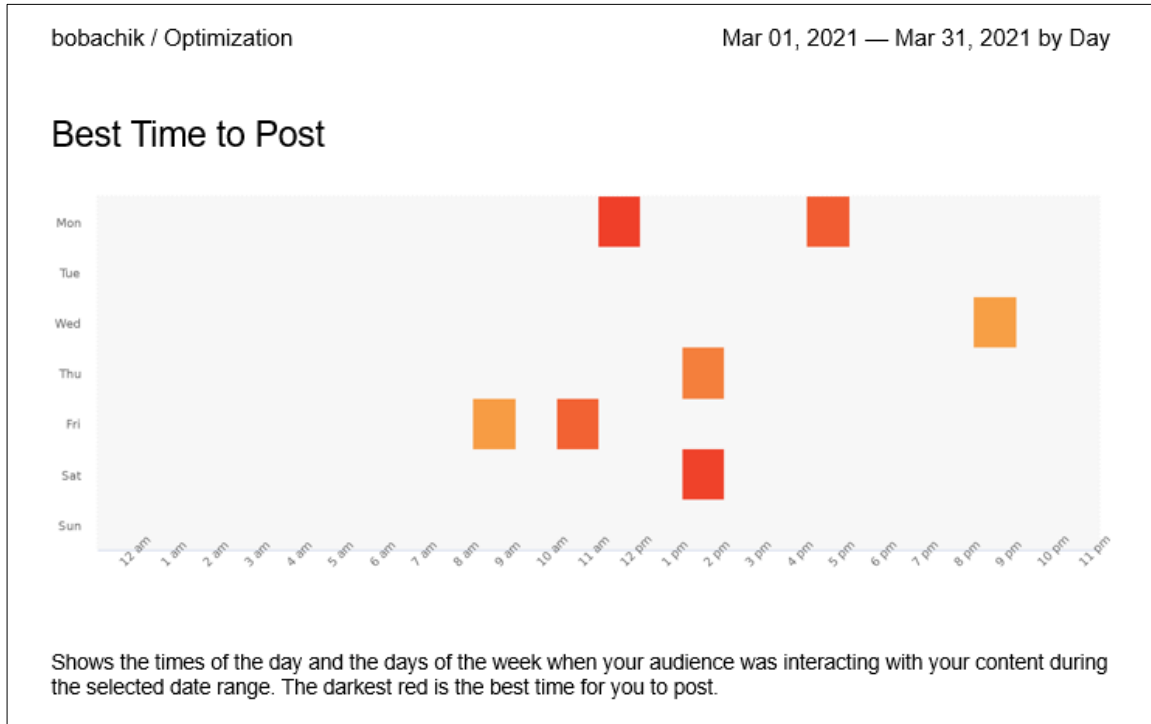
Monthly Active Users (MAU's): These are active users who interact with the app monthly (Arora 2020)

Tags: The action of quoting the company's username or hashtag to another post (Baker 2020).

Appendix 3. Post engagement by day of the week



Appendix 4. Best time to post on Instagram of the restaurant

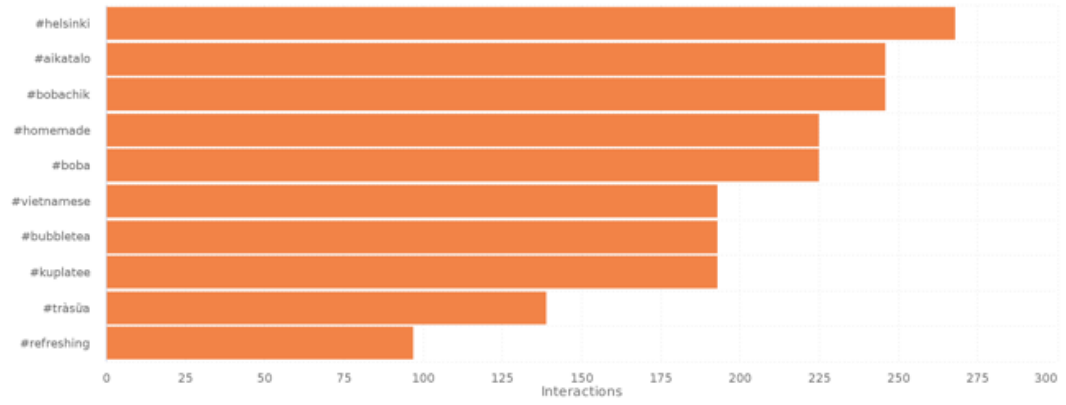


Appendix 5. Most interactive hashtags in March 2021

bobachik / Optimization

Mar 01, 2021 — Mar 31, 2021 by Day

Top Tags by Interactions



Top Tags used by the total number of interactions received during the selected date range.

Appendix 6. A content plan for two weeks developed from main findings

Bobachik week 11 and 12 - 2021							Video
							Carousel Post
							Review & Feedback
							Story
							Image
							Product Launch
							Like and Share
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Review & Feedback	Image	Product Launch Image and Story	Story	Image	Story	Like and Share	
	Happy ChikMonday <i>Call to action:</i> "Come and Try our best seller abxyz!"	New product launch Introducing new product from the story with attachment of link in bio	Happy Hours (4 pm - 6 pm) Optimize time to prepare by pre-order and pick up	3 ways to experience Viet culture with Bobachik Increasing brand awareness by offering valuable information	Pick and mix Customer chooses their own ingredients to mix from certain offers of bubble tea	Will you be our 999th customer? Tag 2 more friends to get a big reward Using hashtag, like and share to increase visibility for Bobachik	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
Other	Carousel Post	Story and Image	Video	Image	Review & Feedback	Image + Story	
Sharing a memorable experiences of staff during the work at Bobachik	Set of image and video from preparing bubble tea ingredients + prices Helps customers to visualize what kind of product Bobachik is offering and how much	'How long does it take to make a bread?'" Increasing credibility of restaurant by photo from homemade bread by the owner	A video of 30 seconds with subtitle: Queen of the week Introducing the new flavour that restaurants has come up with	Tab and Grab: images of the owner's highly recommended bread Customers buy what we believe the best	Referral code for customers who leave feedback Brand awareness	Celebrate your productive week with Bobachik Offers most popular combo of bread and drink for customer to easily choose	