Social Media Marketing Plan for a restaurant

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Abstract

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The thesis was commissioned by Scandic Simonkenttä. Scandic Simonkenttä belongs to the Scandic hotel chain. The purpose was to create a social media marketing plan for restaurant Más which is located in Scandic Simonkenttä in central Helsinki. Restaurant Más is a Spanish style restaurant where tapas, main courses, desserts, and good wines are served.

The aim of this thesis was to create a functional social media marketing plan. The restaurant is in the early stages of marketing, and they have set the goal of growing it and reaching customers. The research is therefore limited to social media and the various platforms there. Instagram, Facebook and TikTok are the biggest platforms in the research. The topic has been analysed with the help of platforms and suggestions have been made so that marketing would be smoother, and the company would gain visibility. Swot and SOSTAC analyses are the main analyses that will help to realize the need of the social media marketing plan. From these analyses, it can be seen the company's current situation and future possibilities.

Google Forms survey was used as a research platform in the thesis. The survey consists of nine questions related to the restaurant's marketing. The survey examines the restaurant's current situation and asks from potential customers what kind of content they would like to see in the future. The survey was distributed in the restaurant for a month and a half and the answers were quite unanimous. The thesis begins with the commissioner's presentation and swot analysis. After the first chapter the literature base will tell us background information about the social media marketing plan and other factors that are related to the subject. With the help of the SOSTAC analysis, proposals for the future were made and new perspectives were brought up. At the end there is a summary and a small text about learning while writing the thesis.

Key words
Social media, marketing plan, SOSTAC analysis, Swot analysis, Scandic,

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1   Introduction

We are living in a year 2023 where the social media is a crucial part of the different functions, and it is a big part of our everyday life. If we need to find restaurants, travel destinations or something else we always look from the internet hoping to find some recommendations or suggestions that other people have shared. People are always interested and depended on social influences. Everybody always claims that they can live without any social influence but that is extremely rare. If you are looking for a place to eat from the internet and you see the reviews of the place that is already social influence. If the reviews are great then you have a feeling that the place might be good and if they are bad first thing you think is that there must be something bad in that place. Social influence is something that we can hardly ignore.

Social Media marketing is every year more and more dominant way of marketing. Every place that wants to be part of the trends and gain more customers need to be part of the social world. Social media marketing is based on the social media apps that are used mainly in the marketing. It helps the company to build their brand, reach customers, increase sales, get visibility and share information. Influencers are people who share their interests in their social media platforms where people can find them and try them out. Influencers usually has knowledge, authority or some insights into a specific subject that they are promoting. It can be travel, food, sport or some others. In the social media marketing field the profits are extremely higher than in the modern way of marketing. Moreover, the company needs to have effective social media marketing in order to stay involved in the marketing competition.

The aim of this thesis is to create effective social media marketing plan for the Restaurant Más which is located in Scandic Simonkenttä hotel in Helsinki. Restaurant Más already has social media platforms such as Facebook and Instagram. The main factors that should be included on thesis are the potential influencers for the restaurant and also think about a successful content for the social media platforms. Furthermore, information about restaurant Más can be found in the general Scandic hotel's website. The development task of the thesis is to gain more visibility in the social media marketing world to the Restaurant Más and how to gain more customers. The investigation is important because it is focused more on the modern marketing channels rather than the traditional ones.

The thesis is commissioned by Scandic Hotel Simonkenttä and the objective is to make investigation on the company's current social media marketing situation, make development task in a customers point of view, have suggestions such as influencers and social media posts and analyse social media trends. All of these factors are crucial for the restaurant Más's marketing to get a full picture of all of the factors that are included to the social media marketing. Development

methods on this thesis is implemented by survey. Development is based on the customer experience before thesis analysis and based on these results, a functional marketing plan has been created for the restaurant Más. The development period was one month in February-March 2023, and the answers came from different age and nationality groups.

From chapter one which is introduction can be found the aim and goal of the thesis. Development methods are also introduced and base for the improvement. Chapter two is about the commissioner of the thesis. Basic information about Scandic as a company with a deeper tone in the analysis. One of the most important factors in the social media marketing plan "Swot analysis" is placed right after the company introduction. In swot analysis company's strengths, weaknesses, opportunities, and threats are analysed. The swot analysis is ground for the SOSTAC analysis which can be found in chapter five. Theoretical part is placed in chapter three. What is social media marketing plan and what are the benefits of it is explained with a help of various sources. Marketing plan is nothing without all the social media platforms, challenges, customer behaviours and influencers. These main factors can also be found in chapter three. In chapter five the SOSTAC analysis consist of deepest analysis and suggestions for the company. SOSTAC means situation, objectives, strategy, tactics, action, and control. The situation before the marketing plan as well as the future suggestions can be found in the same place. Lastly, in chapter five research survey and its results are analysed. Conclusion will summarize the main points of the text and gives an overall picture of the success of the analysis.

2   The commissioner

This chapter consist of the Case company introduction and Swot analysis about the current state of marketing of the commissioner.

2.1   Scandic Hotel Simonkenttä

The commissioner party for this thesis is Scandic Hotels. Precisely Scandic Hotel Simonkenttä in Helsinki Centrum. Scandic Hotels group AB is a Swedish hotel chain founded in 1963. Scandic has expanded over the years to several different countries and you can currently find them in Finland, Norway, Denmark, Germany and Poland. Moreover, In a year 2018 totally 280 hotels can be found around the countries and 53 of them is located in Finland. Hotel's Presidents and CEO position belongs to the Jens Mathiesen. Scandic as a company is part of the hospitality industry. The services that they are offering are accommodation, food, business and spa. Scandic has been selected as the best workplace in Finland in the series of large companies in 2017 and 2018 and as the third best workplace in Europe in the series of multinational companies together with Scandic Denmark and Germany in 2018(Scandic hotels 2023a).

Figure 1. Scandic hotel Simonkenttä. (Restatop 2021)

One of the most important things in Scandic hotels beside guest experience is the employees' well-being and values. Team members are building the whole hotel experience which will turn results in happy guests and customers. When the customers and employees are happy the business operations will be profitable. Furthermore, the hotel is using Leadership compass as a part of their leading operations. The compass consist of four values which are Be Caring, Be You, Be a Pro and Be Bold. Collaboration, Empowerment, inspiration and trust are results that come with the compass and successful values. Be caring stands for perfect hospitality, experience and welcoming atmosphere. Scandic as a company cares about planet, people and society. Be You stands for being acceptive for everybody. Guests are treated as an individual and unique way. Be a Pro supports employees to be a best part of themselves. Inside the hotel employees can work in different tasks and learn new every day. Be Bold is also part of the Be a Pro values because it challenges employees to go out of their comfort zone and look forward. These values together build excellent hotel experience (Scandic hotels 2023a).

Figure 2. Restaurant Más. (Restatop 2021)

Shortly about Scandic sustainability vision and strategy. Scandic is a leading expert in the Nordic hotel industry when it comes to the sustainability. Sustainable operations are part of the leadership plan and role model for the whole industry. Many guests and business travellers' are choosing Scandic because of their excellent sustainability. Stakeholders are also expecting hotels to be more sustainability every year and create new ways to save the planet. Sustainability can be seen in the hotels as a plant-based food, food waste management and other iniatitives when it comes to the climate change. Saving the planet is the key part of the experience and operations (Scandic hotels 2023b).

2.2   Making the Swot analysis

Swot analysis stands for strengths, weaknesses, opportunities, and threats. Swot analysis helps the company to see their marketing position and is there any changes that should be made. In a help of the swot the company can develop their strategy and see factors in internal and external way. The analysis should be accurate and try to avoid beliefs or other factors. This swot analysis has been made to analyse and see Restaurant Más' current social media marketing situation and sport the factors that need to be changed. Next the swot analysis will be presented in chart and text way. Every part in the swot analysis answers a question that are also presented in the beginning. After the chart the result will be analysed in a closer way (Investopedia 2022)

Strengths: The strengths part is the one where is told the things that the company already in a good way. They are also things that differs from competitors' way of doing things. These factors will tell what makes the company unique and why the customers want to come back to the products or services (Investopedia 2022).

Weaknesses: The weaknesses part is opposite from the strengths. In this part is analysed all the things that should be improved. Why the customers might me dissatisfied with the experience or is there some lacking resources. All of these things will tell why we are failing beside the competitors or if we are not (Investopedia 2022).

Opportunities: The opportunities will tell which trends can be considered. The strengths are also considered in a way of potential partners (Investopedia 2022)

Threats: The threats part will do some benchmarking and tell us what the competitors are doing. Is there some economical or political factors that could impact to the company's business (Investopedia 2022).

Figure 3. How to do swot analysis (Semrush 2022)

2.3 Restaurant Más Swot analysis

Next figure will introduce us the Swot analysis of the restaurant Más. This swot analysis is made based on their current social media marketing situation. The strengths, weaknesses, opportunities, and threats will be analysed more deeply.
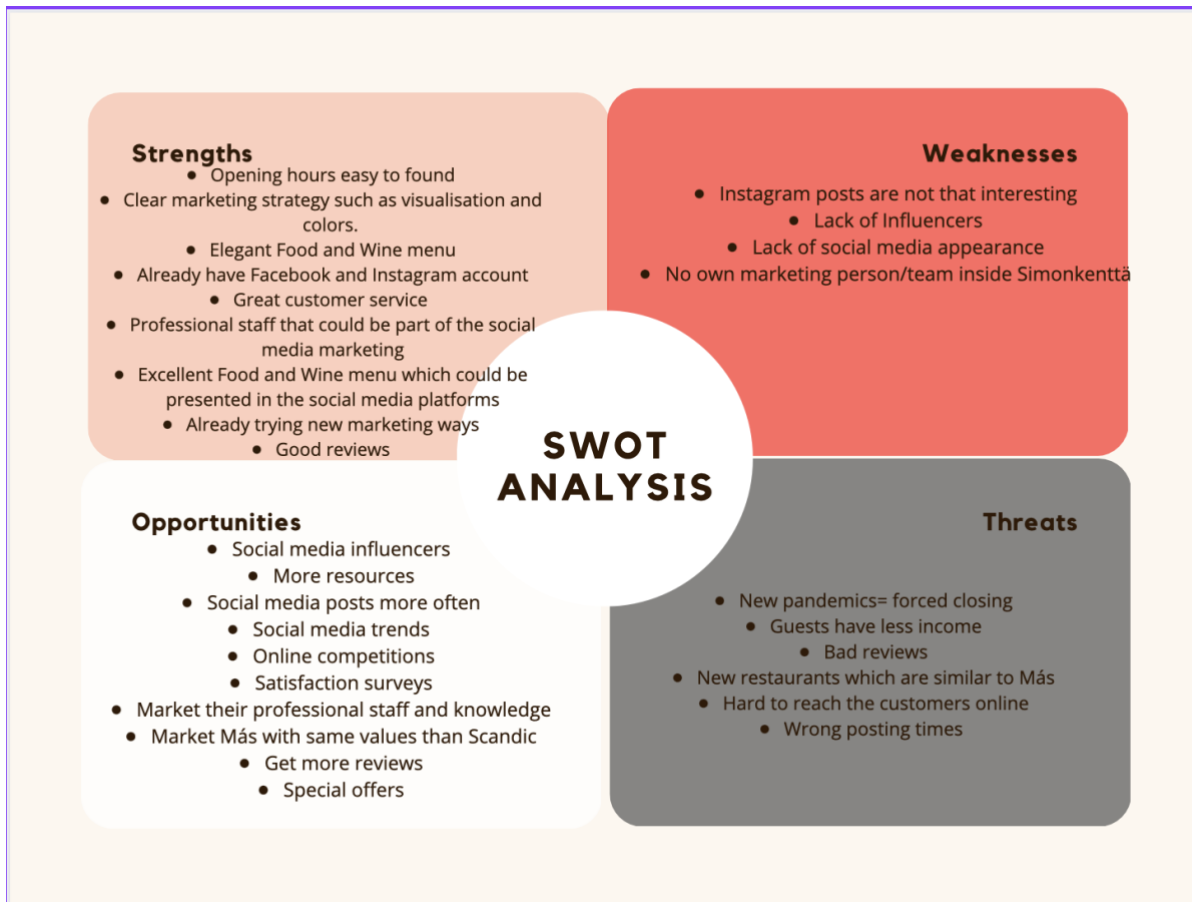

Figure 4. Swot analysis for Restaurant Más (Canva)

Strengths: In this table has been gathered Restaurants Más strengths in the swot analysis. When people write in the internet search field "Restaurant Más" first thing that they can find are opening hours, address, and reservation possibilities. All the previous reviews are also shown to help new people to see customer satisfaction. Social media marketing field Más has an elegant and warm way of presenting the products. The menu is made in a simple and beautiful visualisation which makes it easy for customer to read and understand. In social media platforms the restaurant is using scandic website, Instagram, and Facebook. All these platforms are following the same formula which is easy for customers to remember. From platforms can be found information and pictures about their professional staff members and atmospheric pictures of their premises.

Weaknesses: When always using the same elegant style on the posts in different social media platforms it is not that interesting for the customers. When benchmarking some other restaurants, it can be seen that the same visualisation is used inside many other restaurants. Más restaurant does not stand out in a positive and different way. Some influencers have already made collaborations with restaurant Más, but the lack of influencers can be seen when searching the restaurant in social media platforms. This one is connected to the lack of social media appearance. Scandic Simonkenttä had own marketing person inside their hotel during the summer and early autumn but not anymore. The person inside the house would be a great help to improve the marketing strategy with the restaurants and other services.

Opportunities: For the restaurant social media marketing there is a lot of opportunities. The opportunities are more closely to be seen in the Sostac part of this thesis, but this swot analysis will give a great start to the analysis. First starting with the influencers. In a help of the influencing people the restaurant will get more visibility and awareness when it comes to the social media. Moreover, social media posts should be more often made. When it comes to the busy and hectic hotel the time for posting pictures and videos is limited. Más should make a strategy where and when to post and stick to it. In posts can be considered all different holidays such as Christmas, valentine's day etc. Some special offers could be linked to holidays for instance buy two meals and pay only one on Valentine's Day. All of these special offers will be noticed and shared in social media which will get the visibility that the restaurant needs. Posts should also contain more and more information about their staff and food sources. Promoting the staff would be part of the Be a Pro value that is part of the scandic leadership compass. After trying new things Scandic could make an satisfaction survey to find out how the customers felt about it. This will also work in the restaurant's food and wine experience.

Threats: Threats part in the restaurants business is not that simple than the others. Threats can be almost everything that is affecting to the restaurant from inside and outside. This analysis has been kept in a small area and all the most important ones are introduced. First one on the list is new pandemic or some factor that is forcing the restaurant to close. When Covid-19 pandemic started first the world did not know what would happen. Now when the pandemic is almost over all the damages that it caused can be seen clearly. When meeting other people is restricted or other restrictions are brought up, the first to suffer are restaurants. In restaurant the main idea is to eat and drink tasteful products and have experience that cannot be found at home. Economic crisis is affecting to the incomes and how people want to spend their money. Now when the food prices have gone up many people does not afford to eat out anymore. Competitors are the most visible threat. In Helsinki is already quite many tapas or Spanish restaurants that will compete with Más in social media appearance. Because of the competitors it can be hard to reach customers online and

stand out from the crowd. In addition to the reaching customers are the posting times. If the posting. times in social media are not matching the target groups timetables then the company will not get the visibility that it needs. There need to be factors that makes Más stand out from the others. Lastly but not least bad reviews will influence to persons choice when discovering new restaurants. It is good that Más already has great reviews but if they would drop then customers might choose another restaurant over it.

3   Digital marketing and consumer behaviour

In the theoretical part of the thesis, issues relating to the social media marketing plan are presented. In this part is told background of the social media marketing plan, its benefits, challenges, social media trends , different platforms and influencers are introduced.

3.1   What is social media marketing plan

Social media marketing plan includes everything that the company wants to share in their social media platforms. It includes goals that the company wants to achieve in their actions, and it is also said that where and how the marketing will take place. First the company needs to look in their previous social media marketing outcomes and spot the strength and weaknesses. Sometimes it is hard to find the right reasons why the marketing is not working as it should be. That is why many companies has marketing departments where many people at the same time can find the problems together. This helps the company to gain more insights to the good and bad things. (Hootsuite 2022).

Why the companies need to create social media marketing plan has many reasons. It increases their brand awareness. This means that more people will see their brand all over the internet if the company will put effort in the social media. Even the smallest visibility can bring many new customers if it is made in a right way. That means that small brand logo under some advertisement can increase the interest of a customer who has not seen the logo before. Then the customer will google the name or the logo which will lead to the company's website and promote their services or products. In the social media marketing, the advertising can be also more specific. The company can create marketing to some specific target audiences. If they want to reach younger customers they can use TikTok as a channel but if the advertising is focused on the elderly people then Facebook is better channel for that. When the company will get followers in their social media platforms they also create engaged communities. Whoever follows the company's platforms will see all their posts in their starting page when opening the platform. Following means that the person is engaged to see and experience the posts and be influenced by the company (Hootsuite 2022).

Most important things to remember when creating the social media marketing plan is that the company needs to know which social media sites they will use. They need to think which channel is best for their target group and where to get most visibility. Where the most potential customers usually spend their time and what is suitable for the company brand. The time scheduling and time managing should be planned before starting the marketing. For starters it can be one hour per day and after that the time can go up if it is needed. Of course, the resources are linked to the time.

The company needs to find right persons to right positions. For instance, posting on TikTok is based on the videos and editing. In other hand Instagram is based on the visual side. One person can be good at editing videos but does not know anything about visualisation in the pictures. The content of the sites is also a face of the company. The posts, bio, info's, texts and profile photos should be all made in supporting the same style. If the company has many different colours, sounds, text fonts and photo angles it all looks extremely messy and there is not anything that would stand out in a crowd and make the brand famous. If you think about some famous brands such as Mcdonalds, Nike or Apple people can already see and hear their advertising. All of the posts in social media are planned to follow a certain pattern. That is why everybody knows their brand around the world. Moreover, making things in a simple and noticeable way is a feature of a professionalism (Smith 2013, 212-231)

Just as important as thing above is the posting strategy. How many posts per day? What is the perfect amount for us? Do we need to consider the posting time? What should we post? Are the questions that are most commonly coming into the employees mind. All of these are strictly based on the target group but there is some common tips where everybody can start. Although is good to remember that what works for you does not maybe work for somebody else. Best advice is to step into the customer's shoes and think about things from their point of view. It has been researched that videos are best way to promote. Facebook videos are gaining 135 percent more organic reach than a Facebook photo (Alfred Lua 2017). This means that the videos have already been the most watched social media posts in 2017 which only shows us that it will growth in the future. In 2016 over 8 billion videos were watched on Facebook everyday (TechCrunch 2016). Videos are not only perfect for Facebook they are suitable for every platform such as Instagram. How many times the posting should be done is based on the platform. Research made by Kevan Lee shows that the most important platforms Instagram and Facebook have their own statistics for posting. To Instagram the posting should be made once or twice per day. This means videos, photos or Instagram stories. To Facebook the posting should be trice a week. This can be videos, photos, news or stories(Kevin Lee 2014). Every company can try what is suitable for their marketing plan and find some new insights. In conclusion the most important things are picking networks, fill out infos, find your own voice, decide what to post, analyze and test the possibilities (Smith 2013, 212-231).

3.2   Benefits for the case company

Firstly, main benefits from this report goes to Scandic Simonkenttä hotel. Simonkenttä will get new insights to their social media marketing and they will gain new perspectives for their marketing

strategy. The successful marketing will give them more visibility in social media and increase sales numbers. Starting point in their social media platforms are quite small but after this report they should have keys to improve their social media appearance. In a help of the social media appearance they will get more brand and product awareness. More and more people will find restaurant más and try their food and drink products. After visiting Más customers will post on social media about their experience and recommend excellent service to their friends and family. After the thesis Simonkenttä will consider about the budget for the implementation and begins to implement the plan.

Secondly, others who benefits from the thesis are the customers. They will get new information, tips, and knowledge about restaurant Más. They will discover a whole new restaurant experience after finding más from social media. They will get the chance to taste excellent Tapas options and enjoy delicious main courses. At the same time, they can try something new from the wine menu. Social media will also raise awareness about Scandic as a company.

Thirdly, who will benefit are me as a writer and other students who will read my thesis. While implementing this thesis I will learn a lot great tools for my future working career. I will get new insights inside the real working life and get into the marketing world. Networking alongside thesis could maybe open future working doors for me. Other students will benefit from my work because social media studies are not that common in my study plan. All of the courses are more focused on the marketing as a concept but not that much into social media marketing.

3.3   Customer behaviour

In customer behaviour study the objectives are the people who are buying things. The one who are making the purchase decision. Usually, the reason to buy something is to satisfy needs, wants or desires. In studies related to customer behaviour the most important thing is to see how the purchase decisions affects to their mental, emotional and behaviour things. When the subject is amazingly wide the ideas come from different fields for instance economics, biology and psychology. In this chapter is told shortly about what is affecting to the customer behaviour in persons everyday life (Radu Valentine 2023)

Marketing campaigns are the most effecting way of guide customer to buy the company's products or services instead of the competitors. When marketing has been made in a right way the customer may change their old brands into your brand. For instance, Facebook paid ads are one great example of the reminder marketing for customers about products or services that they did not even remember that they need. The second thing that has an influence on the customer behaviour are the conservation of nature. Now when the climate change is concerning people around the world

they will do the purchase decision based on the saving the nature. The company must highlight their carbon footprint and the origins of their products. With these, they are able to attract people to buy and at the same time they are able to tell customers about their own values (Radu Valentine 2023)

Personal preference and group influencer are the ones that comes from the persons own interests and other people's interests. In personal preference things that are influencing are morals, values, dislikes and priorities. Marketing can have an influence on the persons consuming but the real influence is from the persons own preferences. In every situation just as in marketing the group influence is always present. If one person has visited a nice restaurant with a great service, he or she will tell group of friends about it and after that some of the friends might visit the same restaurant to see if it is really that good as the person told them. Last thing that will affect is the economical factors. These things are based on money. The money that the customers will spend on products or services. If the consumer does not have extra money, then they will not do the purchase or if the economic situation is great then they will have a change to spend more on things that they might not need (Radu valentine 2023)

3.4   Trends

Social media is around us as a people every day. Nowadays it is quite difficult to avoid social media completely. People are talking about latest trends, news and businesses are marketing their social media accounts all around the city. Social media is as usual part of daily routines as going to work or school. When you are going to work by bus you can see almost everybody scrolling through social media websites and reading the latest changes. For some people it might be their whole life meaning that it is their first and last thing that they will see every day. Someone can take famous recipes from social media influencers daily and trust that the food will taste good. For businesses this means that social media is the best hope for them to connect with the customers. When social media came more and more famous around the people many businesses started to make content and promote their products and services. After that the platforms were overloaded and the competition inside the social media became extremely hard. For many businesses it can be hard to stand out and make their goal to be successful. One of the most important thing is to stay keep up with the trends that are constantly changing. In this chapter will be listed latest social media trends that can help businesses to success in their social media marketing strategy.

Brand Authenticity. Potential customers behaviour is changing almost every day and it is difficult for the businesses to keep up on their minds. One thing that will not change is the demand of the

brand authenticity. Transparency is the right word for that. Customers want to be connected and safe when considering buying the products or services. Real connections and emotional availability should be seen in the marketing which will help the customers to decide which brand would be best for them. One way how transparency can be used is to present every part of the business to the customers. This means that the origins of the products must be displayed, every work step must be open to consumers and every employee of the company must be present in marketing. In research made by marketing HubSpot can be seen that 69 percentage of those who answered their survey said that company's CEO should be more present in the social media platforms which will make positive impact to brand. In a help of the authenticity the company will grown their brand reputation (Marketing hub 2022).

Short and small sized content will be the future of social media platform. In the upcoming years most of the content online will be video content. This prophecy is pertinent because of 86 percentage of the companies are already using videos as their marketing tools (HubSpot 2022). In the spotlight will be short and small content. Short and small content means videos that are less than 60 seconds. It should be easy for customers to scroll through and view many times. Moreover, these videos are vital tools for marketing on account of 73 percentage of people favour watching short video about the product or service (HubSpot 2022). Short form will show brand commitment and give customers easy way of learning about their businesses (Marketing hub 2022).

Sustainability and environment will be the priority. Phrases related to environment are gradually fading into obscurity. Consumers of today want to make an effect, not just hear platitudes about sustainability and the environment. Furthermore, 82 percentage of customers want business to put people and planet ahead of profit in order to prioritize the actions(HubSpot 2022). People are expecting brands to take action on environmental challenges. Brands are predicted to take action to perform better in the market by the end of the next year (Marketing Hub 2022).

Artificial intelligence. The year 2023 will be much bigger for AI. As user involvement rises, more content will likely be recommended by AI on social media platforms like Facebook and Instagram. For instance, Facebook is implementing methods like showing more suggested material in a user's newsfeed. This enables For You page users to locate content similar to TikTok (Marketing hub 2022).

Nano-Influencer and Micro-Influencer. Influencer marketing is more than just using popular accounts on TikTok or Instagram. While they may have a large fan base, their influence tends to

be expensive, making it difficult for small businesses to partner with them. Also, it can be difficult to interact with them due to the size of their following.In addition, today's consumers are attracted to more authentic experiences and are willing to interact with companies and influencers that provide both value and authenticity. As a result, you can anticipate that more brands will collaborate with nano- and micro-influencers in the coming years. Although their audiences are often smaller, nano- and micro-influencers often engage more. For example, the average engagement rate of nano-influencers is 3.69%, which is higher than the average of macro-influencers. As more firms are expected to choose a more "community-led strategy," we may anticipate seeing nano- and micro-influencers take center stage in the upcoming years (Marketing hub 2022).

TikTok is advancing in the rankings, although Instagram is still the clear leader. TikTok is also the best platform to use in 2022 because of the rise in popularity of short-form video content. In the past two years, TikTok has also introduced several useful tools aimed at businesses, such as ads and business profiles. Thus, it is no longer just a stage where emerging creators can perform dance routines. Overall, it is expected to emerge as one of the most important platforms marketers can use to connect with millennials and Generation Z (Marketing hub 2022).

 Reaching new customers. Therefore, it makes logical that organizations are thinking about how they can use social media to reach new audiences, develop stronger relationships with their current audiences, and enhance customer service to secure long-term client loyalty as we are in a year 2023. For businesses utilizing popular material and trends, keeping active and consistent with your posting, and spend money on high-quality creative assets if they want to grow their social media profile. Additionally, company should communicate with their followers using interactive features like polls, Q&As, and live broadcasts in order to build stronger bonds with your existing audiences (Marketing hub 2022).
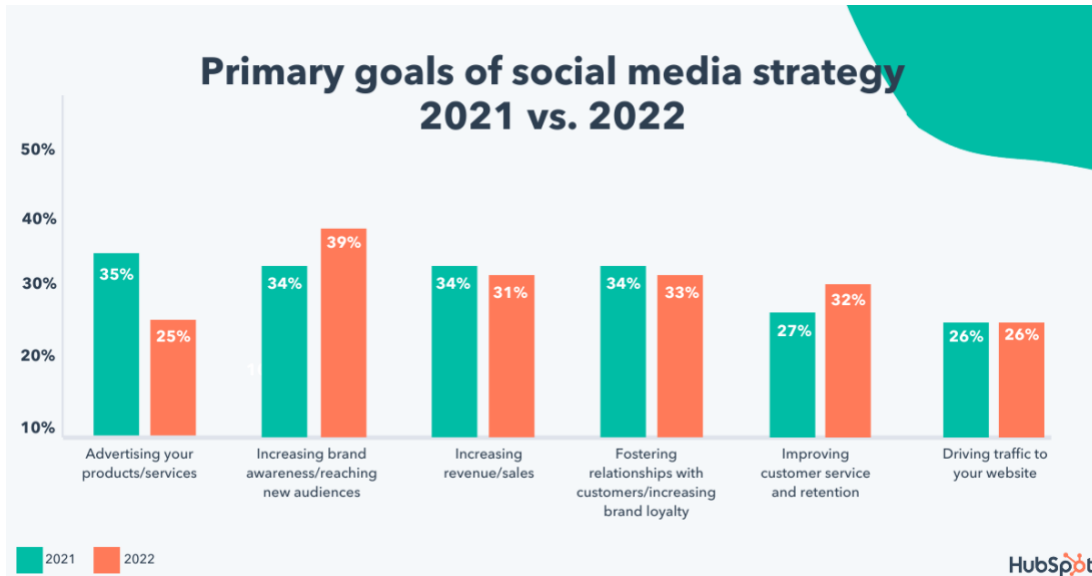
Figure 5. Primary goals of social media strategy (HubSpot 2022)

3.5   Social Media channels

It can be difficult to decide which social media networks are worth your time and money with the constant influx of new apps. Should you invest heavily in industry giants like Facebook and Instagram? Or should you aim your marketing at younger demographics that frequently use TikTok and Snapchat? Which social media sites offer the best functionality on desktop and mobile platforms? Similar inquiries concern both large marketing teams and small firms. In this list can be found most used social media platforms in 2023. In a help of the list businesses can find new insights to their social media marketing strategy (Gil 2020, 200-241).

Instagram has always been a hub for influencers, artists, small and major brands, and everyone in between. It has now surpassed other social networking sites in popularity, especially among teenagers and young adults in the US. While usage of the app remains consistent across all genders, it eventually declines with age.On Instagram, diversity with consistency is king. Beautiful photography, astute trend usage, and videos shot in the selfie style that speak directly to your audience can all attract new subscribers to your channel. To keep people there and keep the algorithm pleased, use a consistent theme and regular material. To keep your audience interested, think about making Instagram stories and reels (Gil 2020, 200-241).

The second most popular search engine is **Youtube.** For companies that would like to make videos, interviews, educational content or tutorials Youtube is the right place. This platform is designed to be for everybody from kids to adults. The age group that uses the platform most are

from 15 to 35 years old. The video can be long or short form depending on your company's goals. Teaching and amusement are the main factors that users are looking from the platform. Company needs to find balance between those two factors to find as many followers as it is possible. Great first tip when starting content creating on Youtube is to find influencer who would be interested in your product or service. In a help of the influencers the company will gain visibility and get great start to their Youtube career (Adobe 2022).

Facebook is the most popular search engine in the world. Previously Facebook has been for every age group but nowadays things has changed. Facebook is now mainly used by older people 30+. For the young people Facebook has been seen as a boring place with only irrelevant information. Every year new social media platforms have replaced the old ones among the young people. Older people prefer to stay on old platforms that are familiar and safe. Despite this facebook is still holding the number one position in social media platforms. Business news, videos, visual content, and graphics can be posted on this platform. On Facebook businesses can create event pages and groups to help promoting their products or services.Furthermore, Facebook messenger is also a place where the company can communicate with the customers if they have questions or something to share. If the company goal is to create online community and get adult audience then Facebook is the right place (Adobe 2022).

TikTok got over one billion downloads during their first year of operation. TikTok as a platform is the new place for young people to show their talents. The average age of users are under 35 but it is gaining popularity among older people every year more and more. The popularity of the app lies in its ease of use. As soon as you open the applications, you are ready to receive the latest and most popular videos without additional clicks. Tiktok is based on videos. If the company wants to be successful on platforms it must create beautiful visualizations, entertainment and catching content. On TikTok contests are also popular on which help videos get likes and shares. TikTok is the place for the company if they want to get more younger audience (Adobe 2022).

3.6   Challenges in social media marketing

Social media marketing has become from not that relevant to extremely relevant over the years. Average user time on social media in 2022 was two hours and twenty-seven minutes. That number is only growing every month. On research made by Werner Geyser it is said that eighty percentage of people are making their purchase decision according to social media influence. The number eighty is extremely high and it is the sign to companies to be part of the social media. With social

media, the challenges are also changing. In this chapter three most common challenges and their solutions are introduced (Geyser 2022)

Before Covid-19 the social media teams were not that common in the business world. Social media appearance was in one person's hand and it was quite minimalistic. Now in a year 2023 when social media has become more important companies has their own social media team including many people from different ages. Social media marketing as an occupation is gradually became one of the most popular titles in the workplace. The challenge for the companies is to find best people who will bring the brand visibility in the social media in a best possible way. The employees need to understand the values and goals that the company would like to promote in their marketing. Sometimes it is also challenging to connect to different departments and get them to communicate in things that are part of the social media marketing. The solution to this would be that the marketing team should reach all departments, such as customer service or the sales department. Every department should be open within the company and the marketing team should be easy to approach and search for information on the activities of the different departments. This would also help improve the company's internal dynamics and work well-being (Geyser 2022).

One of the biggest challenges that the marketing teams are facing is inside the social media platforms. The struggle to find the ones that are perfect match for their company. If the company is investing in the wrong platforms, it will be waste of time and the profitability decreases. Especially if the company pays for its ads on the wrong platform where it doesn't get visibility, the payment has been made for nothing. If the marketing team fails, the social media budget may be reduced for the following year, which means a decrease in social media visibility. The first solution for this challenge is the set a goal for the marketing. What do we want to share as a company and how we will do it. When the goals and values are in order the next step is to think about the target audience for your product or service. what age range our company is trying to reach and on which platform they could spend their time. There are a large number of social media platforms, and they are constantly changing, which can make planning even more difficult. The third step is to get to know your audience better. What are the main activities that the target group will do on social media and what kind of content would be best for them. Is it videos, photos, interviews, or something else that would attract people to watch your content. When the company reaches these steps, it will have a great start for social media marketing (Geyser 2022)

The last challenge that it is introduced in this thesis is the meeting consumer expectations. Alongside followers and commitment, the problem that company is facing are the consumer expectations. New generations demand different marketing methods from companies and do not dare to express their opinion if something needs to be fixed. Moreover, nowadays many consumer

wants to connect with the company. They want to share their values with them and see how the products or services are made. Everything inside the company must be transparent and the consumer must not be left with any questions for instance the origin of the product. If the company fails to create that relationship with the consumer, its marketing may stop and become obsolete. The company will also lag behind in the latest trends and at the same time consumers change the product to a competitor's product. The solution is simple. The company must find exactly the right factors that keep up with changes and consumers. Unnecessary hierarchical structures should be removed from the company and approachability should be visible in every situation. The process of creating products or services should be adapted to marketing so that the consumer can experience each step together with the company. Creating products for people should be the main goal of the company. With the help of all these solutions mentioned above, the company is able to overcome the biggest marketing challenges (Geyser 2022).

3.7 Influencers in social media marketing

Social media influencers are people who have gained a reputation for their subject matter expertise. They often post about the topic on their own social media platforms, where they amass a large fan base of enthusiastic, active individuals who are considering their opinions. Brands adore social media influencers because they can start trends and get their followers to buy the things they advocate. Influencers can be separated by the follower numbers or their background. By follower numbers influencers can be divided in four categories. They are Mega influencers, Macro influencers, micro influencers, and nano influencers. It can be seen already from the names what does the categories mean but for instance mega influencers are the ones who have over one million followers and they are of the celebrities such as artists, athletes or something else. One example of mega influencer could be Serena Williams who has more than thirty million followers. When mega influencer posts about something it will spread around the world and it will reach many people. Macro influencers are the ones who has 40 000 to one million followers on social media platforms. They can be small celebrities or individuals who have built a perfect follower base. Micro influencers are the people who have from 1000 to 40 000 followers. They have got nice amount of followers by their expertise or making a content that has something special why people want to follow them. Some of the micro influencers are willing to promote products or service for free to gain more exposure for themselves. If they don't do it for free, their requests for money are still small. Nano influencers are the people who have fewer than thousand followers. These influencers are the ones who usually has some expertise on some field for example food, travel or clothes. These people are just starting their influencer career and are trying to gain visibility with the help of

different companies. These people are especially important to the company because they can work for free or for the price of product packages. Their number of followers can also increase in a very fast time frame and it is good for companies to be involved right from the start and create a relationship with the influencer (Yesiloglu and Costello 2021, 79-94)

When it is the time to choose the right influencer you must choose people who can serve as true brand ambassadors and convince customers to use your goods and services if you want to see results and engage your audience. This entails picking an influencer who has the same values as your company, is dependable, and appeals to the audience you're trying to reach. Before you agree to collaborate with an influencer, be sure that their fan base and the clients you want to reach are compatible. Before determining whether they align with the influencer's audience, think about who your products and services are intended for. This whole progress can be difficult for the company but the outcome that comes from it is worth it. In a help of influencers, the social media marketing has changed a over the years, and it will keep changing in the future (Yesiloglu and Costello 2021, 79-94).

4   Development process

In development process chapter the survey that was created to support the social media marketing plan for the restaurant Más is introduced. The results of the survey are also analysed. Both the survey and the answers are in English and Finnish. This is because both Finnish and foreigners' people are visiting the restaurant and hotel. The results of the survey can also be found in the attchments.

4.1   Data collecting

This survey was created to support the social media marketing plan specifically the SOSTAC marketing plan for the restaurant Más. The idea of creating the survey came in a meeting with the commissioner party at the beginning of the thesis process. The survey consists of nine different questions about the current marketing situation of the restaurant and improvement suggestions for the restaurant's future marketing. The survey consists of detailed questions, such as what kind of content customers would like to see on the company's social media platforms in the future. The target group for the survey were the restaurant Más's customers. The survey was distributed to the restaurant's customers for a month. The survey was also distributed in the hotel lobby. There were thirty-two answers to the survey, which was not exactly an ideal situation, but based on the survey, it can be see already how successful the company has been in its current marketing, and good tips for the future from it. The good part of the survey was its respondent base, which consisted entirely of the restaurant's customers. With this, the research results can be analysed directly for the restaurant's operation and for future improvements. The weakness of the survey was the small number of respondents, which was much smaller than expected. From the answers, however, it was possible to create a good basis for the future SOSTAC analysis.

4.2   Results

The survey starts with a simple question about the persons gender who is answering to the question. There were three different answer options which were Female, Male or Other. The response rate of women was slightly higher than the men's. 59.4 percent of the respondents were women, while 40.6 percent of the respondents were men. None of the persons who responded felt that they belonged to the other section. Gender is very evenly distributed among the respondents.

The age distribution was wide among those who responded to the survey. The youngest person who answered the survey was 19 years old and the oldest 55 years old. This information helps in the analysis of the answers, where it can be seen the average of what kind of social media

publications the age groups are interested in. The most active respondents to the survey were clearly people aged 29-45. As the restaurant has said that their largest customer base is young adults, it can also be seen from the age range of the survey respondents.
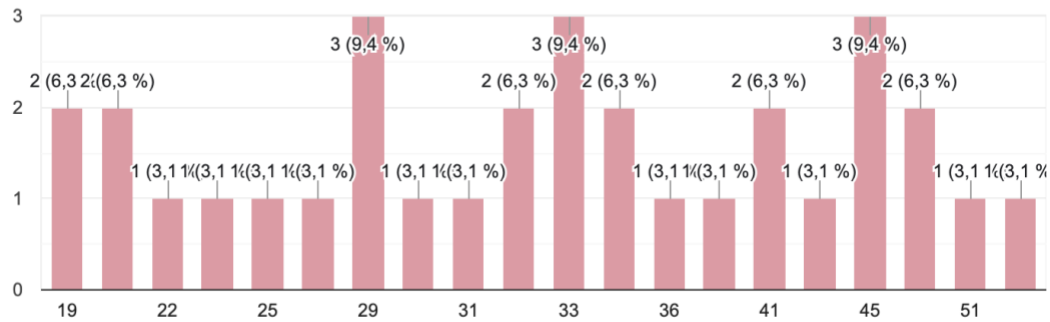

Figure 6. Age of the respondents N=32

In figure 8 the question was "have you visited restaurant Más". From the survey can be found that most of the people were visiting the restaurant for the first time. The percentage of the first-time visitors is 56,3 percent. That percent is quite high compared to the options one to three times or four to five times. This could be used to analyse that the restaurant does not have many regular customers or that they have not had time to form yet. If the statistics look like this in the long run, it is not good for the company. Moreover, the part "I have never been in restaurant Más" is also quite high but this percent can be part of the hotel lobby responses from persons who did not had time to visit the restaurant yet. The positive thing is that 21.9 percent of the respondents had visited the restaurant more than once. This means that the experience of the restaurant has been pleasant and the customers have wanted to return there.

Oletko vieraillut ravintola Másissa? / Have you visited restaurant Más? 　　　　🗐 Kopioi

32 vastausta

- 🔵 En ole koskaan käynyt kyseisessä ravintolassa/ I have never been in Restaurant Más
- 🔴 Ensimmäinen kerta / First time
- 🟠 1-3 kertaa / 1-3 times
- 🟢 4-5 kertaa/ 4-5 times
- 🟣 Useammin kuin 5 kertaa/ More than 5 times
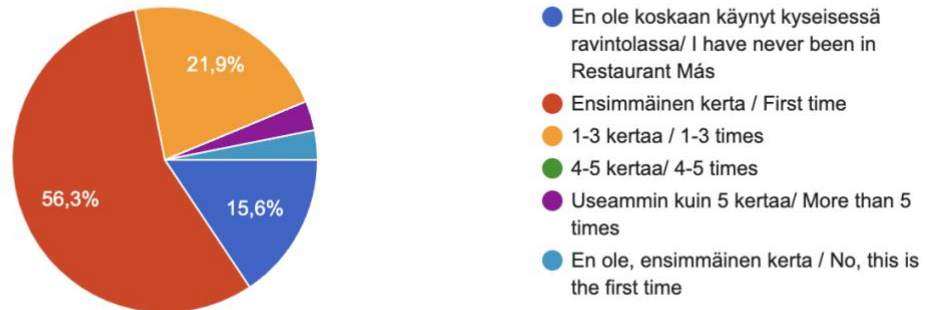- 🔵 En ole, ensimmäinen kerta / No, this is the first time

Figure 7. Have you visited restaurant Más N=32

The ways how the customer have heard about the restaurant are all based on the other advertising than to the social media. The one that has the most responses is the part two "hotel internal advertising, staff recommendations". This shows that the hotel's internal advertising is in a good shape. Many people have also seen the presentation of the restaurant on Scandic's general website while booking rooms or looking for a suitable place to eat. From this point it can already be noticed the lack of the restaurant's social media marketing. Only one from all of the responses have seen the advertising in Instagram. The numbers in Facebook and TikTok are both zero. This shows that social media marketing should now be focused on, and the aforementioned tools used to improve it. Even though the survey was also answered by young people who certainly use a lot of social media, still they had not seen advertising on those platforms.
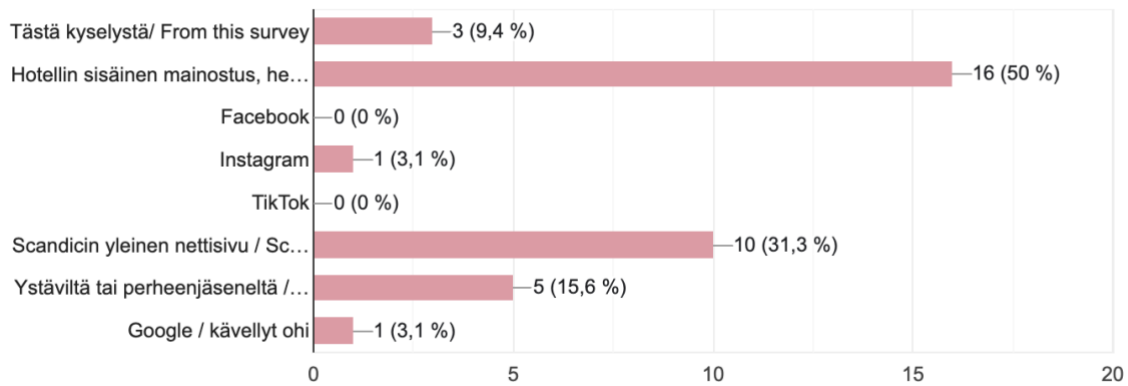
Figure 8. How did you heard about the restaurant N=32

The figure 9 and 10 shows us how the company has managed to create advertising on the platforms where the customers are usually looking for ideas. When in the figure 14 the restaurant Más can now be found in general Scandic website and the internal advertising is working. In figure 15 the customers have answered in which social media channels they usually look for the restaurant recommendations. The most common platform for finding a restaurant is TikTok. This is the platform where Más does not have any advertising at the moment. In the second place comes the influencer marketing and Instagram which are both also a social media marketing ways. Some people have answered google which can mean multiple things but in this case, it might be linked to the Scandic website. The most important thing now for the Más is to make collaborations with different influencers to get visibility in the TikTok platform. Furthermore, TikTok is no longer only aimed at young people but is also popular among older people.

Mistä sosiaalisen median kanavista etsit eniten ravintola suosituksia? / From which social media channels do you look for restaurant recommendations the most?
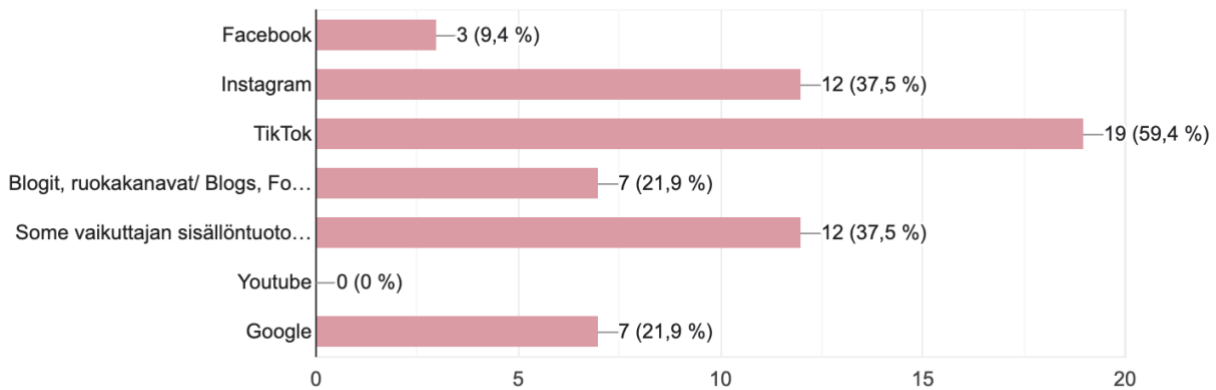
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Figure 9. From which social media channels do you look for restaurant recommendations the most N=32

Figure 11 will show have the customers seen restaurant Más' advertising on social media. All the answers are in the section "no I have not". This means that none of the customers have seen any of the social media posts that Más have already posted on their social media platforms. If these answers are compared with the answers in figure fourteen, they are consistent. The restaurants social media marketing is not efficient enough.

Oletko nähnyt Ravintola Másin mainontaa sosiaalisessa mediassa? / Have you seen Restaurant Más' advertising on social media?

32 vastausta

Figure 10. Have you seen restaurant Más' advertising on social media N=32

In figure 12 the answers are also zero because none of the responses have seen any social media marketing from the restaurant. Therefore, this point will not be analysed.

Jos vastasit yllä olevaan kysymykseen kyllä kerro tähän sosiaalisen median kanavat, jossa olet mainontaan nähnyt.
If you answered yes to the above question, please tell me the social media channels where you have seen the advertising

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Tähän kysymykseen ei ole vielä vastauksia.

Figure 11. open question N=32

In this part the customers had the opportunity to tell what kind of content they would like to see in the Más' social media platforms. Special offers were the winner of this section. 78,1 percent said that they would like to see some offers in the social media platforms. These offers could be valentine's day offers or pre-Christmas party offers. Two other famous content ideas were food pictures and videos. The videos consist of cooking or assembling the portions. The food recommendations also got quite high percent which means that the customers would like to get some kind of menu or combination recommendations. From this figure can be analyse that social media posts should be more versatile than before.

Millaista markkinointia haluaisit nähdä ravintolan sosiaalisessa mediassa? / What kind of marketing would you like to see on the restaurant's social media?

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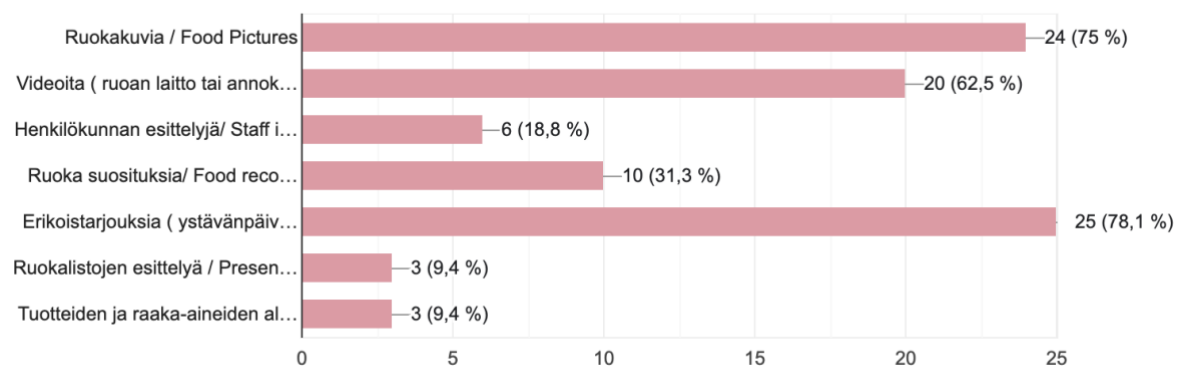|	
Ruokakuvia / Food Pictures	24 (75 %)
Videoita (ruoan laitto tai annok…	20 (62,5 %)
Henkilökunnan esittelyjä/ Staff i…	6 (18,8 %)
Ruoka suosituksia/ Food reco…	10 (31,3 %)
Erikoistarjouksia (ystävänpäiv…	25 (78,1 %)
Ruokalistojen esittelyä / Presen…	3 (9,4 %)
Tuotteiden ja raaka-aineiden al…	3 (9,4 %)

Figure 12. What kind of marketing would you like to see on the restaurant's social media N=32

The absolute winner of the figure 14 which is about the posting timetables is one to three times per week. This timetable supports the SOSTAC suggestion that can be found in the chapter four above. When analysing this right, the customer does not want to see too many posts per week. Even though the part "once a day" is the second most popular answer still it only has 21,9 percent of all the responses. Right behind it is the "once a week" which is the quite opposite of the once in a day part. Overall, the best timeframe for the posting is one to three times per week.
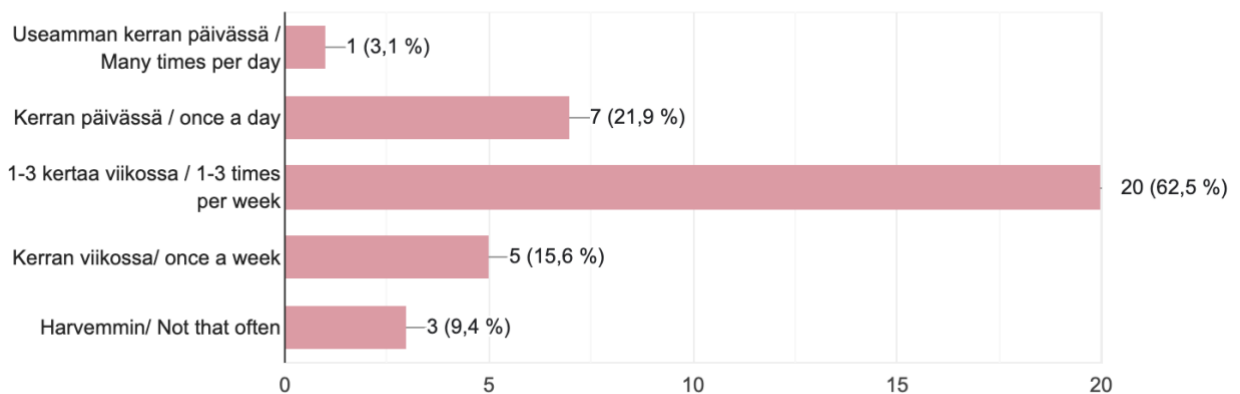

Figure 13. How often would you like to see new content N=32

Lastly, the summary of the report is easily made. The answers regarding the current marketing of restaurant Mas were unanimous. Marketing is not visible enough and changes should be made to it. According to the survey, the best posting time is 1-3 times a week. The contents of the publications should be special offers, videos, pictures and food recommendations. Other options also received votes, so in general the publications should be versatile and new. The most common platforms where the target audience will be found are Facebook, Instagram and TikTok. Restaurant Más is not yet on TikTok, so based on the survey, joining TikTok could be a good idea for promoting marketing.

5   Social media marketing plan for a restaurant Más

This chapter presents a social media marketing plan using the SOSTAC model designed by PR Smith. SOSTAC marketing plan is made for the restaurant Más.

5.1   SOSTAC

The SOSTAC marketing plan was published in 1990 by PR Smith. PR Smith has a long history in the marketing, consultant, author, and international speaker careers. Smith has also written books such as "marketing communications" and "SOSTAC guides to your perfect plan". He is the main founder of the SOSTAC analysis and in a with it he has helped many businesses to start their business careers and make their marketing successful. He is also one of the lecturers at the technology universities of Dublin and Cardiff (PrSmith marketing success 2022). The reason why SOSTAC is so famous inside the marketing world is because of its ease. The SOSTAC analysis is based on marketing strategy. The strategy also includes swot analysis. The swot analysis consists of strengths, weaknesses, opportunities, and threats. These factors create a great foundation for starting analysis. The swot analysis for this thesis can be founded in pages 8-12. SOSTAC has been also voted to be part of the top three business models around the world. SOSTAC consist of six different parts as it can be seen in the figure six. The parts are situation, objectives, strategy, tactics, actions, and control. Each of these parts engages a deeper analysis of the company's operations. With these, we can delve deeper into the company's current situation and plan future marketing. In the situation analysis is based on the businesses marketing now. It answers the question where we are now with the marketing. What channels the business is using and how the target customers are reached. The objectives are part of the mindset "where do we want to be?". It will set goals for the planning and help us to see the goals. The strategy and tactics go hand in hand with each other. Strategy will tell us how we get there, and the tactics will be more specific about the progress. The action part will be the one where all of these comes together. Actions are the suggestions for the future marketing of the company. Lastly, control will tell us did we get there and how we reached our goals (Smart insights 2022).

Figure 14. SOSTAC marketing strategy (Smart insights 2022)

5.2   Situation

The first step in the SOSTAC analysis is to create a picture of the current situation. In this part the company is introduced by answering the questions who are you and what you do. The current situation in social media marketing is being analysed and swot analysis will help us with the whole picture (Swot analysis can be found in pages 8 to 12). Understanding of the target customers are also a crucial part of starting the SOSTAC analysis. The analyse of current digital customers and creating the byer persona will help the business see to whom they are doing the marketing for. Lastly, the current social media channels that are used so far are listed and their success will be evaluated (Smart insights 2022).

The company to whom the SOSTAC analysis is made is Scandic hotels. Scandic hotels have a restaurant called Más inside one of their hotels. This social media marketing plan is made just for the restaurant Más. Restaurant Más is a Spanish style place that represents the highest quality of hotel restaurants in Scandic Simonkenttä. In their dished can be seen the Iberian cuisine and you can taste part of the Nordic influences as well. All of their ingredients are high quality and produced nearby. The experience inside the restaurant is unhurried and calm where people can take their time with all of the food and alcohol beverages. Más has a delicious tapas selection which are not only suitable as an appetizer but also you can put together many dished and create a delicious dinner for many people. The meat, poultry, and fish selections on the main menu, which are served with a variety of side dishes, are characterized by strong flavours and cooking techniques that highlight the greatest qualities of the foods. The cuisine is produced in an open kitchen, where the Rotisserie grill, for instance, is used to tenderize the exceptionally flavourful chicken. Desserts like the "Spanish doughnut"-style churros with chocolate dip are delectable and entertaining. The stunning décor of Más and the small terrace that looks out over Narinkkatori reinforce the laid-back ambiance (Scandic 2023b).

Firstly, Based on the survey results (pages 25-30) the current social media marketing situation in restaurant Más is quite narrow. Platforms where the restaurant can be found are mainly Instagram and Facebook. The marketing is based on beautiful pictures that has a something new and modern but at the same time also wonderfully old-fashioned and elegant. The company has a 873 likes and 878 followers on Facebook. In Instagram the company has 109 followers. The follower numbers have increased a little recently as the company has started investing more in the social media marketing. The same pictures are used in both social media platforms. Moreover, the company does not have their own TikTok channel but if you search for " restaurant Más" on TikTok some of the food and travel influencers have posted a videos of their restaurant experience in Más. From these videos people will get familiar with Más as a restaurant and see the whole experience that they will get when visiting the place itself (Restaurant Más).

Figure 15. Restaurant Más food post (Restaurant Más)

Figure 16. Restaurant Más drink post (Restaurant Más)

Más's restaurants main target customers are from 25 to 50 years old men and women. However, the company does not want to limit customers only to certain age groups, so the place is open to people of all ages and backgrounds. The numbers 25 to 50 come from the usual customers who are visiting the restaurant. Más is the place where everybody can be chill and enjoy from the amazing food and drinks with their friends. The dress code for the restaurant is casual and the atmosphere inside is calm and cozy. In social media platform when it comes to reaching the customers Facebook is for the older people and Instagram for the younger. Studies shows that percentagewise, the largest age groups that use Facebook as their main channel are from 25 to 44 years old. The percentage of the users are 41,8 (Statista 2022). Smallest percentage was inside the age group 13 to 17 years old. In Instagram the highest percentage was 61,9 which was inside the 18 to 34 years old (Statista 2022). Next figure will be an example of typical byer persona in restaurant Más. The byer persona is made based on the restaurant's target customer base. From the base is selected an average byer persona who would more likely to visit Más. The byer persona is created using the Canva application based on the sources.
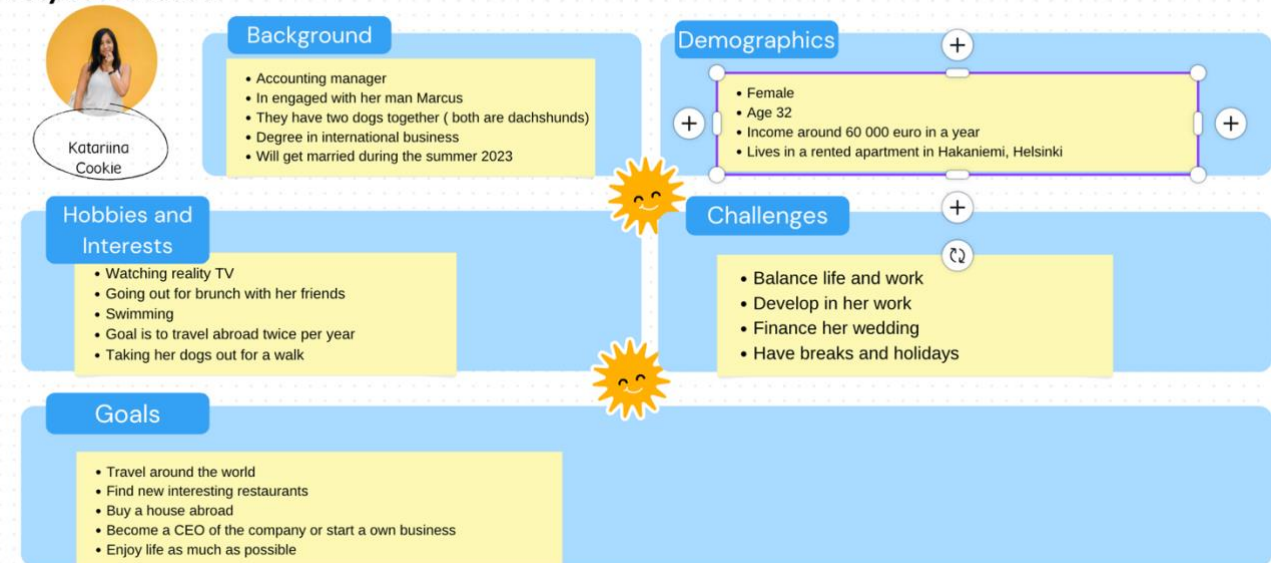
Figure 17. Typical buyer persona for restaurant Más

5.3 Objectives

The second part of the SOSTAC analysis is based on the goals and objectives. Every time when making an analysis people need to know where they are heading with the plans and changes. The goal setting might be difficult at first but there is no need to make it too complicated. The most important thing is to find the perfect objectives that should be part of the future scenarios. When creating the objectives the SMART form is the right tool for it. Smart form will help the company to set and achieve goals. In a help of this the company will know if their goals are right and if there is still something missing. Smart consist of five different parts which are S for specific, M for measurable, A for Attainable, R for realistic and T for Bound. When considering these five parts during the goal setting the whole picture for the objectives will be showed (Antevenic 2019).

After making the swot and situation analysis for the restaurant Más it can be seen that the substantial problem with the social media is lack of the followers and posts in their social media platforms. Their social media appearance is quite poor and invisible. The most common platforms for the digital marketing are Instagram and Facebook. Lack of the social media team/person is one of the main weaknesses that the company has. The marketing strategy for Más is just starting and still on the plan stage. Scandic Simonkenttä has already make strategic plans and had meeting considering the marketing for the Más but there have been no results from these yet. If we compare Más for other restaurants that are serving quite similar experience and food inside Helsinki the results are surprising. Competitors have almost similar visual design in their posts but

still they have more followers than Más has. It can be because of the restaurant is inside of the hotel and everybody will focus on the Scandic brand first or it could be the initial phase of the marketing plan. Some of the competitors have create an experience brand that everybody would like to see and try. Some of the restaurants are inside the hotel just as Más is but still manage to have a social media visibility. The objectives in this SOSTAC for Más are based in their social media marketing. These following objectives are created in a help of the smart form.

Firstly, the most important goal is to increase the social media appearance by thirty percentage by the end of the year 2023. This goal is for the Instagram and Facebook platforms. In Instagram this would mean that the company should reach approximately 170 followers when they now have 130 followers. On Facebook this would be 1144 followers. There are no big differences between the numbers, even though it is a 30 percent increase. This could be done by posting more regularly and by following the marketing strategy. The content of the posts should also be more variable such as food pictures, videos, staff introductions and special offers as it can be seen from the survey results. The word special offer consist of the valentine's day or pre-Christmas party offers. Moreover, some gift card giveaways or raffles will gain more followers and advertising.

Secondly, finding the perfect influencers that are the best fit for Más as a restaurant. These influencers should mostly be people who are expertise on travel or food. The persons can be on any age range, ethnic background, or gender. The most focus should be on young adults and middle-aged people around 25 to 60 years old. Más is for everybody, but these are the age groups that will mostly spend their money to have a food experience. The influencers can be athletes, singers, social media celebrities, bloggers, or podcast hosts. Más should focus on the micro and nano influencers rage that are affordable but still has followers who would be potential customers.

Thirdly, increasing the sales numbers. Más has had problems due to profitability which is now slowly turning to the plus side. The profitability will be increasing more when the marketing strategy will be up to date and operational. When focusing on the restaurant profitability numbers one of the biggest factors which are affecting to it are the situation in the world. Every time when something negative happens it will affect to the customers spendings and after that to the restaurant. Those are the factors that cannot be controlled by the company.

If the restaurant Más would complete all these factors their competition position would increase and by that they will gain more visibility in social media. The reviews online are already extremely good but only the appearance is missing. By posting more often and making collaborations with influencers will get new people to see and hear about the restaurant and what it has to offer. All of the posts are extremely important, and people will definitely see them. Gift card giveaways and other raffles are the way to get more follower on the platforms. When a person participates in the

raffle, they must follow and share the publication, which at the same time increases the number of followers and the publication gains additional visibility. In next chapters these objectives will be explained by the strategy and tactics that are needed for the goals to be successful. At the end examples are given to support the start of the social media marketing.

5.4 Strategy

To complete objectives mentioned above restaurant Más need to make big changes in their social media appearance. In SOSTAC strategy part is explained how the company will achieve the objectives that are set for their marketing plan. Strategy is a path to fill the objectives. These factors can be simple but they follow a three steps which are segmentation, targeting and positioning. In segmentation part is defined restaurant's target market. It can be made by various criteria's for example geography or demographic. In targeting is told how to reach the target group that were set before. Lastly, in positioning will be seen that if the product or service met the customers' needs and completed the bath to the objectives.

First objective that was set was the increase of the followers numbers in the social media platforms. The goal is to increase the number of followers by thirty percent by the end of the year. This goal is really ambitious, but the restaurant has a chance to make it real. The restaurant has already started to improve their social media visibility during the spring, which has already increased the number of followers slightly. Instagram posts have become more frequent, and the content has been edited to make it more interesting for customers. During Valentine's Day, the restaurant had an offer where you could get a 25 percent discount on the dessert if the customer also bought the main course. This is a good example of the special day offers that is mentioned earlier in chapter 2.3 swot analysis in the opportunities part. Más is already in a good way of reaching the percentage goal during this year by making these changes.

Next the restaurant could use the influencers to promote their products in Facebook, Instagram and TikTok. These three platforms were the ones which got the most votes in the survey. TikTok in the advertising is a good addition. Influencers usually like to post short introduction videos about restaurants on their TikTok page. Reaching young adults is also easy through that platform because TikTok is growing in popularity every year. Influencers should also be people who are somehow related to tourism, food or are otherwise in a respected position among people. The restaurant should think carefully about which people would be right to bring out the best aspects of their products. Some collaborations can already be found in their social media platforms. These influencers are persons who are promoting many restaurants at the same time. For that reason, a small restaurant like Más can be overshadowed by bigger restaurants and not get the full advertising that they would like. To achieve the perfect influencers the restaurant should focus on

smaller and more specific persons who does not have many restaurant collaborations per week. These influencers are also cheaper, and advertising does not disappear at the feet of many publications. The persons must also be from different age groups, which allows visibility for different target groups. The advertising platforms of the persons must also be different so that the advertising can be shared between different social media platforms.

Profitability is the final objective. This objective is the one which combines all the factor mentioned above. If the marketing does not work, then the profitability will not be in the plus side. When we focus on the social media side and how it can be helpful with the sales numbers everything comes up to visibility. The restaurant needs to be seen by the potential customer to get profit. These can be achieved by online giveaways. These giveaways could be hotel nights, free dinner at Más or both of those together. The condition should always be to share and like the publication in order to participate in the competition. In a help of these shares even more people would be familiar with the restaurant and maybe would visit it someday. One thing how to improve the experience is to create satisfaction surveys. These surveys would show all the pros and cons that the restaurants have at the moment. With the help of these surveys, the experience and marketing could be improved so that the results would be better. Moreover, a wild card could be gift card giveaways in surveys that would motivate customers to answer. As mentioned above, profitability is affected by many things, and it is sometimes difficult to control.

5.5   Tactics and Action

Tactics will answer to a question what practical measures are used to achieve the goals. The tactics go deeper than the strategy and define concrete measures to achieve the goals. Strategy is a plan on how to achieve a goal and tactics, on the other hand, is a method of action to achieve goals. Action answers the question how to implement the plan. The action plan focuses on how to make the social media marketing plan work. It will tell what should be done to make it perfect. Action plan is answering to the 5W method, which is based on who, what, where, when and how. (PRSmith marketing success 2021).

The tactics for increasing the follower numbers are focused on the time and place where the posting will happen. The company should try many ways of posting the content. Now when all the content is same in Facebook and Instagram then next time it would be good to try different posts on these platforms. This change can be great for the target groups. Facebook users who are often more older people than in Instagram would like their content to be more elegant and for the younger ones more of the social media trends can be included in the social media marketing. These trends could be TikTok collaborations and influencers who are popular alongside young people (Hootsuite 2023) Based on the Carly Hill research about the posting times in social media

(Carly Hill 2022) the restaurant should also try various posting times. The times will of course be inside the restaurant opening hours, but it could be tested when the target groups are most active. Is it during the day or maybe in the afternoon. All these test result should be recorded in order for the final result to be displayed. Time plays a really important role in social media marketing. If you publish content at the wrong time, you may not reach exactly the right target group.

One great marketing opportunity is to held influencer meeting in Más where many famous influencers would come and make content for their social media. Inside Más could have photo wall and photogenic places where the content could be made. The restaurant's staff and products should also be presented and advertised during the event. These events could be held a couple of times a year, where you would always invite slightly different influencers, so you could see what kind of people would best reach the target groups. First it could be started with people in the food industry, after which it could be focused on people in the tourism industry. Of course, the event could also have influencers from different fields, in which case accessibility would be greater (Robotic marketer 2020). The restaurant should also have more internal Scandic events, which would help expand the customer base. In satisfaction surveys the questions should be focused on the experience and appearance of the restaurant. They could be for instance "how much you enjoyed your visit on scale one to ten" or "how would you improve your visit" with an open place to write their thoughts. In the surveys could also be asked about the marketing and what people would like to add in the experience as a whole picture. These results could be analysed, and changes based on them should be made. It is good to remember that every customer has their own preferences and wishes, which are not always easy to take into account. The answers should therefore be analysed on a general level and common factors should be found with the help of which the experience could be improved.

When it comes to the action part the examples how to achieve the objectives will come to the real shape. Before starting to write the thesis, the commissioner party expressed that their biggest request would be to receive a list of influencers with small explanation why they would be suitable for restaurant Más. Furthermore, it was agreed that posting examples should be presented to help the restaurant make their content more fulfilling. First starting to consider about the influencers many hours of background work was made, and screen time was hitting the record numbers. Food and travel industry has many potential content makers who would be suitable for restaurant Más. Now when the content making is more popular in every age group the hardest part was to find the right ones who would be best match for this situation. In the following figure is listed five influencers who would be a great start for the influencer marketing in restaurant Más. In the figure is explained

the reason why they would be suitable and their industry that they are focused on. These influencers have been found on social media platforms and the criteria for selection have been their number of followers, visibility and suitability for the restaurant. People who are presented in the figure has been selected to be best match for the restaurant because all of the has followers who are in the restaurant's target customer base. They are also specialized in food, marketing, or travel somehow and are representing a different influencer age group. Many are also new, so cooperation could also be easier and more affordable.

Influencer list

Influencer List
For Restaurant Más

Name	Followers	Influencer industry	Suitability
Veera Bianca	Instragram: 42,3t followers TikTok: 9294 followers	Blogger, Podcast host, Speaker, Traveller Industry: Travel and lifestyle	She works as a travel consultant and has a ambitious for the travelling. She could make a collaboration with both Scandic Simonkenttä and restaurant Más.
Sara Inkala	Instagram: 10,4t followers TikTok: 42,9t followers	TikTok and Instagram Industry: Cool mom and lifestyle	She is a new star in the influencer world. She has an amazing nature and has just now started to do collaborations with smaller brands. She is also a mom so she could help target families and young adults
Natalia Salmela	Instagram: 66,1t followers	Instagram, blogger, podcast host Industry: lifestyle, travel, entrepreneur	She has been in the influencer world for a long time. She has a loyal followers who would be a great customer base.
Alexander Trivedi	TikTok: 108,1K followers Instagram: 7938 followers	TikTok chef and content maker who loves food and visiting restaurants	Known for different restaurant recommendations and has a huge follower base. Promotes always small and cozy restaurants
Matias Kontio	TikTok: 12.6K followers Instagram: 776 followers	Industry: Food, Cafe and drinks	Known for " Kontio goes to brunch" videos in TikTok. Has already made collaborations with other restaurants and has a wide customer base from different age groups

Chart 18. Influencer list for restaurant Más

For a posting example it will different based on the platform. For each Facebook and Instagram, the posting preferences are non-identical. These preferences are based on research that is specialized on restaurant social media marketing. Each list will consist of ten posting ideas for these two platforms. First list will be about Instagram and the second will focus on Facebook (Town square 2023)

Instagram posting ideas:

1. Make content about your staff. This could be introduction videos or creating a cocktails.
2. Always highlight where your ingredients are coming from
3. Repost videos or photos that customers have posted about your restaurant
4. Tell the story of the restaurant
5. Post a limited-time or seasonal menu options if it is possible
6. Create a whole new hashtag that could promote your restaurant
7. Make surveys on what should be the next seasonal drink or what does the customer would like to have
8. Promote things that are close to your restaurant that would bring the customer to visit your restaurant
9. Create videos about what are the staff's favourite drinks or dishes
10. Create giveaways that will get your restaurant visibility

Facebook posting ideas:

1. Create special offers with some event that is happening next to your restaurant.
2. Make social media posts about your staff's backgrounds and interests
3. Create discount offers
4. Always promote online booking possibilities
5. Tell about sustainability
6. Make storytelling posts
7. Show how busy your venue is
8. Share restaurant memes that are be restaurant-related
9. Highlight how all the allergies are handled inside the restaurant. Photo of gluten free menu or a vegan menu
10. Link TripAdvisor review possibility directly to your page

All these things mentioned above would suit to the restaurant Más's social media platforms. Of course, all these things cannot be adapted directly to restaurant's pages but with a small change they will be perfect. The restaurant could make good use of its storytelling and backgrounds in

captions. A story-telling experience should be created for the customer even before entering the restaurant. Moreover, using more colours step by step would get people's attention. These following pictures are from a personal experience with an example posting stories (Town square 2023)

Picture 1:

" If you are a shrimp lover, come and visit our restaurant. The name of these portions are Gambasalajillo and Shrimp Pintxo. You can share many of our delicious tapa's dishes with your friends. These are flavours you do not want to miss"

Picture 2:

"Our chefs are inspired by modern cuisine of the Iberian Peninsula, Nordic food style and quality ingredients. In our restaurant you can choose from small portions or from our main menu. Excellent food will be made in our own Rotisserie grill. These flavours will blow your mind. Come and enjoy alone or with your friends! "

Picture 3:

"Did you know that with Scandic friends' member you will get 10% discount in our restaurants. The benefit is valid on weekends all year round. We even offer dose offers that will change every month. Now if you are not member, join and have an experience with us! "

Lastly, benchmarking from other restaurant will help to get an overall picture of successful social media publications. The benchmarking company that is chosen for this thesis is YesYes restaurant. The restaurant has used many different photo angles, colours, ways of posting and the objective of the picture. Here are some examples of the successful posts and short explanation after that why the post is successful.

Figure 19. Example posting idea (YesYes 2023)

The reason why the post is successful is the colours and still life in the picture. The main marketing objective is the cocktail but everything around it are also same colour or close to the colour of the drink. The still life has been created to be beautiful and attractive at the same time.

Figure 20. posting example (YesYes 2023)

In this picture, the restaurant's raw materials have been brought to the fore. The lighting in the picture is good, which gives the customer a fresh and tasty feeling. The raw materials are also randomly chosen, but the colours blend together really well. This way customers can see what kind of ingredients their food is really made of. In the development task in this thesis the option where the reporting the origin of products and raw materials in publications also received some support.

5.6 Control

Last part of the SOSTAC model is based on the monitoring and measuring the outcomes of the performance. In a help of control, it can be seen if the company has reached the objectives that were set at the beginning of the analysis. These results are based on the KPI "key performance indicators". KPI helps the company to track the success and journey towards the objectives. KPI offers aims, insights and help with the process alongside the journey. If the company is following the KPI they can find new strengths and weaknesses over the time. When these are recognized the social media marketing journey is more and more successful every time. In business world the key performance indicators can be high level or based on the specific division. The high-level indicators are monitoring the overall picture when the other is focusing on a smaller thing. In a restaurant Más situation, the KPI that should be followed is the second one with the specific division. Great performance indicator is the one that is practical, simple, and easy to estimate. Best tip when measuring the KPI's is to use the smart technology. Smart consist of specific, measure, attainable, relevant and timeframe. The questions that should be asked when making the performance indicators are "Is the objective specific", "How can you measure it", "Can we attain the objective", "Is it relevant", "How about the timeframe". The best place for the company to start with the KPI's is the different spreadsheets. Spreadsheets provides pie charts, bar charts and more easy tools to measure the performance (Klipfolio 2021).

In Appendix 4 has been told the most important KPI to track each objective that has been set. Measuring the follower numbers is one of the things that is included in almost every part of KPI boxes. When talking about the social media marketing the most crucial and effective way to promote the brand are the followers. Behind every social media website is a person who is influenced by the advertising that he or she will see on their social media platforms. When following the numbers of followers, it can be seen if the posts that the company has published has been effective when it comes to the visibility. If the numbers are increasing the marketing strategy is working. If the numbers are decreasing or remaining as same, then the marketing plan is not effective for the company. Spreadsheet should be made to keep on track with the numbers in different social media platforms. These sheets should be updated every month.

Visibility and brand awareness can be measured by the likes, shares and reviews. These three ways of monitoring are the ones that will tell the company if the customers have really seen their content in social media. Usually if the people like the posts or share the posts it means that they enjoyed the content and have noticed the brand. By following the posts that have the most likes

and shares the company will know in which way to go with the posting strategy. In the spreadsheet that has been made for the social media posts, every month can be one picture which is called "photo of the month". This photo of the month in the long run shows the company what style of publication their followers enjoy.

Measuring the sales increase is more challenging than the other objectives. This point is affected by all the company's activities, so it is not easy to measure. In relation to social media, it can be measured by the number of website visitors, by the visibility of social media, and by the ratio of income and expenses. The budget for social media marketing is the most important of all. With it, it can measure how much money you can afford to spend on marketing and how much it could possibly be useful for the company. By following all the factors mentioned above, it is possible to calculate how sales could be increased and on which platform it would take place (Klipfolio 2021).

In conclusion, all the most major factors in KPI for the restaurant Más are the follower numbers, likes, shares and reachability. By following these numbers Más will have great start with the social media marketing strategy and these tools will help to make it even more successful.

6   Discussion

In discussion chapter the conclusion of the thesis will be shortly presented. This conclusion consists of aim of the thesis, short introduction to the research part and implementation tips for the restaurant. In this part the reflection to the own learning is written and process is explained.

6.1   Conclusion

Firstly, starting with the survey results and after analysing them the need of the social media marketing plan for the restaurant Más was discovered. From the results can be seen that the social media strategy before thesis was only in the starting point and help for the planning was needed. The aim was to create a successful marketing plan and help with the implementation of it. The meaning of the surveys was to find the things that did not work before and find new perspectives.

At the beginning of the thesis when swot analysis was created the whole picture began to form. All the strengths and opportunities were discovered and the ground for the planning was created. Before starting to make suggestions for improvement, it is necessary to find out what aspects the restaurant is already strong in. That is why the swot analysis was a great start to the writing. In the analysis can also be found the weaknesses and threats of the restaurant. In the chapter three the background information for the thesis subject has been brought up. This information is a theoretical part of the thesis. With the help of this section, the reader will be able to understand what is behind the different words in reality and what the entire social media marketing plan is based on. In the chapter four the implementation part is started. In SOSTAC analysis the idea is to create a new marketing plan for the business through the six parts. All these parts are linked to each other and complement each other.

The discovery from things that are processed in this thesis is the real need of the social media marketing plan for the restaurant Más. The need is to find suitable influencer who will promote the services of the restaurant and also find the balance between the posts in different social media platforms. From the results can be seen that the best platforms will be Instagram, Facebook and TikTok. These ones are the platforms that most of the people are spending their time despite the age differences. If the company wants to get visibility in social media, they should focus on those. The content of the posts should be videos, food pictures and special offers. Food recommendations and staff introductions were also of interest to those who responded to the survey. Publications should therefore be versatile with different contents. The best posting time takes place during the restaurant's opening hours one to three times per week. Of course, it is not problem if the posting is more frequent, but these numbers are from the customer who answered to the survey.

Lastly, it is difficult to find the right strategy to start the social media marketing and the competition in the restaurant business is hard. All of these changes will take time and patience. The biggest factor will be money, which will allow the company to create a budget for implementation. It is not always possible to find common ground with influencers, which can also slow down the journey. Sometimes the company can make wrong decisions from which they will only learn in the end.

Short summary of the suggestions:

Subjects	Suggestions
Posting times	One to three times per week
Influencers	Veera Bianca, Sara Inkala, Natalia Salmela, Alexander Trivedi and Matias Kontio
Content of the posts	Video, picture, food recommendations, special offers, staff introduction, Origin of food, Menu recommendations
How to get visibility in social media	Online giveaways, frequent posting times, influencers, Using various social media platforms
Best social media platforms	Facebook, Instagram and TikTok
Satisfaction	Surveys, Gift card giveaways
Goals for the Company	Gain thirty percent more followers, find suitable influencers and increase sales numbers in a help of the marketing

6.2   Own learning

My own learning during the thesis writing process was fast and changing all the time. What I mean by the word changing is that some things seemed already familiar, but some things were totally new for me. The writing time for the thesis is short, which forces the writer to adapt to a certain

time frame and get a lot of text done. There is also pressure regarding to content of the text because it is, after all, a final project for the school. These challenges and pressures together made the writing experience interesting and exciting. At the same time when starting to write first the subject felt painless and quite easy. After writing for a while, I realized how broad the subject actually is. It was really hard to find help with writing from reliable sources because, as everyone knows, social media is an endless subject, and all kind of sources are available.

The things I succeeded in were time management and staying on schedule. I have always been a very precise and conscientious writer even at the beginning of my school years. writing has never been a problem for me, and ideas related to the content have always arisen. I also learned to use the research results in my analyses and to get good insights from them to create a social media marketing plan. Creating the survey also seemed easy and the place where the survey was distributed had already been decided at the beginning with the commissioner. Even though the number of respondents did not meet expectations, the answers were still good support for analysis and provided good tools for future marketing.

Issues that came across during the writing process were finding the reliable sources and keep the text as short and concise enough. Sometimes the writing seemed to go on completely different tracks than it should have, but in the end I was able to keep it on topic. Creating the table of contents was also a challenge, and coming up with different titles was not as easy as I had previously imagined. I changed titles several times during the writing process and always felt that a better title would come to mind later.

Overall, the process of writing the thesis was long and hard, but at the same time also extremely educational. It was really interesting to be able to write a plan under the direction of the commissioner and to get a glimpse of what working life in the field of marketing could be like. I am really grateful to my commissioner that I was able to complete my thesis for them and they were always helpful if I needed it. I also got a lot of support at school from my thesis advisor who was always ready to help. Now, after the thesis, I'm ready to enter working life and use the things I learned at school to my advantage.

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Appendices

Appendix 1. Survey

Markkinointikysely / Marketing survey

Kysely toimii osana korkeakouluopiskelijan opinnäytetyötä " sosiaalisen median markkinointi suunnitelma Ravintola Más" , jossa toimeksiantajana toimii Scandic Simonkenttä. Vastauksia analysoidaan anonyymisti eikä vastanneiden henkilötietoja luovuteta eteenpäin. Kyselyn lopussa voit myös osallistua lahjakortin arvontaan.

The survey is part of a university student's thesis " Social Media Marketing Plan Restaurant Más" where the comissioner party is Scandic Simonkenttä. The answers are analyzed anonymously and the respondents' personal information is not passed on. At the end of the survey, you can participate in the gift card giveaway.

Sukupuoli / Gender *

○ Nainen/ Female

○ Mies/Male

○ Muu/other

Oletko vieraillut ravintola Másissa? / Have you visited restaurant Más? *

○ En ole koskaan käynyt kyseisessä ravintolassa/ I have never been in Restaurant Más

○ Ensimmäinen kerta / First time

○ 1-3 kertaa / 1-3 times

○ 4-5 kertaa/ 4-5 times

○ Useammin kuin 5 kertaa/ More than 5 times

Mitä kautta kuulit ravintolasta?/ How did you heard about the restaurant? *

☐ Tästä kyselystä/ From this survey

☐ Hotellin sisäinen mainostus, henkilökunnan suositus /Hotel internal advertising, staff recommendation

☐ Facebook

☐ Instagram

☐ TikTok

☐ Scandicin yleinen nettisivu / Scandic website

☐ Ystäviltä tai perheenjäseneltä / Friends or Family

☐ Muu:

Mistä sosiaalisen median kanavista etsit eniten ravintola suosituksia? / From which social media channels do you look for restaurant recommendations the most? *

☐ Facebook

☐ Instagram

☐ TikTok

☐ Blogit, ruokakanavat/ Blogs, Food channels

☐ Some vaikuttajan sisällöntuotosta/ Influencers

☐ Youtube

☐ Muu:

Oletko nähnyt Ravintola Másin mainontaa sosiaalisessa mediassa? / Have you *
seen Restaurant Más' advertising on social media?

○ Kyllä olen/ Yes I have

○ En ole / No I have not

Jos vastasit yllä olevaan kysymykseen kyllä kerro tähän sosiaalisen median
kanavat, jossa olet mainontaan nähnyt.
If you answered yes to the above question, please tell me the social media
channels where you have seen the advertising

Oma vastauksesi

Millaista markkinointia haluaisit nähdä ravintolan sosiaalisessa mediassa? *
/ What kind of marketing would you like to see on the restaurant's social media?

☐ Ruokakuvia / Food Pictures

☐ Videoita (ruoan laitto tai annoksien kokoaminen) , Videos (cooking or assembling
portions)

☐ Henkilökunnan esittelyjä/ Staff introductions

☐ Ruoka suosituksia/ Food recommendations

☐ Erikoistarjouksia (ystävänpäivä, pikkujoulu)/ special offers (valentines day, pre-
christmas party)

☐ Ruokalistojen esittelyä / Presentation of menus

☐ Tuotteiden ja raaka-aineiden alkuperän esille tuomista/ Highlighting the origin of
products and raw materials

☐ Muu:

Kuinka usein haluaisit nähdä uutta sisältöä?/ How often would you like to see   *
new content?

☐ Useamman kerran päivässä / Many times per day

☐ Kerran päivässä / once a day

☐ 1-3 kertaa viikossa / 1-3 times per week

☐ Kerran viikossa/ once a week

☐ Harvemmin/ Not that often

Appendix 2. Objectives and strategy table

Objectives	Strategy
Increase follower numbers by 30% by the end of the year 2023	- More frequent posting - Interesting content - Special offers
Finding the perfect influencers to promothe restaurant Más	- People related to tourism or food - Smaller influencers - More specific influencers - People from different age group
Increase the sales numbers	- Online giveaways - Surveys
Gain more customers	- Invest in social media marketing - Posts more often - Have a functional marketing plan

Appendix 3. Tactics table

Daily Posts in Instagram and Facebook	- Try different posting times but keep it inside the restaurants opening hours - Try new trends - Post more often 1-3 times per week - Customer orientated content
Influencers	- Influencers meetings - Photo wall and Photogenic places - Internal Scandic events
Profitability	- Satisfaction survey - Sales orientated content

Appendix 4. Control table

Objectives	KPI (what should be measured)
Increase visibility	- Actions in the social media platforms - Engagement - Follower numbers
Brand awareness	- Reviews - Reachability - Follower numbers - Website visitors
Sales increase	- Social media appearance - Visitors - Expenses and income

Gain new customers	- Followers
	- Social media platforms posts
	- Website visitors