

## **Social media marketing communication plan for Hauskafe Oy.**

Jan Franko

Aleksandra Uzunova



<b>Author(s)</b> Jan Franko, Aleksandra Uzunova	
<b>Degree programme</b> International Business	
<b>Report/thesis title</b> Social media marketing communication plan for Hauskafe Oy.	<b>Number of pages and appendix pages</b> 58+27
<p>The case company of this project-based thesis is Hauskafe Oy, an SME company located in Espoo, Finland. Following examples of best practices in the field, Hauskafe Oy recognised the need of designing a social media marketing plan that will allow to build the brand, improve customer loyalty and as a final goal – increase the sales. A social media marketing communication plan for Hauskafe Oy is the outcome of this thesis.</p> <p>The theoretical framework of the thesis is a desktop study that discusses the importance of social media marketing for companies as well as the means and the channels for better targeting of the right audience. It focuses on Facebook and Instagram, which have been proven to be among the commonly used social media platforms.</p> <p>The methods used in this project-based thesis are benchmarking and quantitative research. Other companies similar to and competitors of Hauskafe Oy are benchmarked in order to deepen the understanding of Facebook and Instagram business marketing activities. Quantitative research was conducted to get the insight of the target audience of Hauskafe Oy, its preferences in social media use and purchasing decision. The main findings appeared to be the importance of identifying the target audience, the nature of the posted content and distribution of social media channels.</p> <p>With the help of Facebook and Instagram marketing, Hauskafe Oy has potential to increase brand awareness, customer engagement and sales; the company is able to reach this goal by implementing the social media marketing communication plan designed in this thesis. The plan is projected for a 6 month period and includes a monthly schedule with specific recommendations and examples of the posted content as well as the choice of timing for the post, the type of content and social media channels.</p>	
<b>Keywords</b> Social media, social media marketing, Facebook, Instagram, benchmarking, marketing communication plan.	

## Table of contents

1	Introduction .....	1
1.1	Background .....	1
1.2	Case company.....	2
1.3	Project objectives .....	4
1.4	Project management methods .....	5
1.5	Project scope.....	6
1.6	International aspect .....	6
1.7	Key Concepts .....	6
1.8	Workload division .....	7
2	Theoretical framework .....	9
2.1	Growing importance of social media .....	9
2.2	Social media marketing .....	11
2.3	Social media engagement: posts, followers, friends, likes, hashtags, emoji.....	12
2.4	Facebook as a marketing communication tool .....	15
2.5	Instagram as a marketing communication tool.....	17
2.6	Effective marketing communication.....	19
2.7	Benchmarking.....	23
2.8	Analytics tools for Facebook and Instagram .....	24
2.9	Quantitative research as a marketing tool.....	25
2.10	Pre-designing a social media marketing communication plan .....	25
3	Methods .....	27
3.1	Benchmarking.....	27
3.1.1	Benchmarked companies.....	28
3.1.2	Benchmarking Tools.....	29
3.1.3	Facebook benchmarking .....	30
3.1.4	LikeAlyzer analyses.....	30
3.1.5	Instagram benchmarking.....	35
3.1.6	Fanpage Karma analyses .....	36
3.1.7	Results of benchmarking.....	38
3.2	Quantitative research method .....	39
3.2.1	Survey structure .....	41
3.2.2	Results of the survey.....	42
3.2.3	Hauskafe Oy related questions .....	42
3.2.4	Social media related questions .....	44
3.2.5	Brand engagement questions .....	45
3.2.6	Brand awareness and purchasing decision questions .....	47
4	Conclusions and recommendations.....	48

4.1 Key findings .....	48
4.2 Project evaluation .....	52
4.3 Reflection on learning .....	53
References .....	54
Appendices .....	59
Appendix 1. Survey questionnaire .....	59
Appendix 2. Social media marketing communication plan for Hauskafe Oy .....	64

# 1 Introduction

The objective of this project-based thesis is to create a social media marketing communication plan for a case company Hauskafe Oy using Facebook and Instagram marketing tools.

This chapter presents and discusses the theory and key concepts as well as the scope of this project.

## 1.1 Background

Social media marketing has been continually gaining an importance for marketers. With the increase in the use of smartphones, people are online even when away from their homes or offices.

Social media marketing offers huge benefits to every company that decides to invest their time and effort into following this trend. Among others, companies can benefit from an increase in brand recognition and loyalty, as there are more channels that they can introduce their brand or products to people. This comes hand in hand with the higher conversion rate, a decrease in marketing costs and the possibility to approach people with carefully targeted campaigns. (Forbes 2014.)

Facebook is next to Instagram most powerful social marketing tool. With over 1 billion active daily users it offers a great likelihood to reach many potential customers and build up brand awareness (Socialbakers 2017).

Facebook offers paid advertisement that has an advantage of being relatively cheap and with many analytics tools it provides perfectly targeted campaigns and exhausting data on success or fails of any campaign.

The potential of Facebook advertising can be seen also from data Facebook disclosed in their Annual Report for the year 2016. It shows that their revenue from advertising has increased by 57% compared to the year 2015 and has reached almost \$27 billion annually. (Facebook Investor Relations 2017.)

During the past decade, Instagram has become incredibly popular not just among regular users, but among businesses as well. With a community of more than 700M, Instagram is one of the world's largest mobile ads platforms. Here businesses can share stories with a highly engaged audience in a creative, high-quality environment and drive action with their

ads. According to Instagram Business official website, around 80% of users follow a business on Instagram. (Instagram, 2017.)

One of the best practices of using Instagram as a marketing tool is seen from the experience of Tito's Handmade Vodka, that increased its social media engagement by 37% during just three months; this generated a significant increase in sales and brand awareness (Sproutsocial, 2017).

In order to understand how Facebook and Instagram content creates successful marketing results, it is useful to research and analyse a few local and international companies' social media marketing experience. This project will be of great use for Hauskafe Oy, the case company chosen for this thesis. Benchmarking of other companies that successfully run Instagram and Facebook campaigns are one of the best ways to learn and sort out the pros and cons of social media marketing and implement it to the case company.

## **1.2 Case company**

The case company chosen for this thesis project is Hauskafe Oy. This SME company, located in Espoo, Finland, was established in July 2015 by 3 international business students from Haaga-Helia UAS. The main business area of the company is a restaurant industry. Hauskafe brings innovativeness in its business approach and is intended to diversify the classic café culture in Finland. The primary offering consists of coffee and tea, non-alcoholic beverages, snacks and lunches; most of these products are self -designed and –produced. The company adapts to customer feedback and requests, offering an individual approach to every customer and thus extending the product portfolio.

The target group of the café is primarily students and the young audience who benefit from using Hauskafe Oy space, special offers and affordable prices.

Hauskafe Oy is aware of the fact that Facebook and Instagram are powerful marketing communication tools for establishing an online presence and gaining visibility and awareness. Sadly, in the development phase of business lifecycle, Hauskafe Oy seriously underestimated the importance of a marketing plan. After one year of operation, Hauskafe Oy recognised the need for creating such a plan for more successful business future.



Figure 1. Hauskafe Oy premise in Espoo, Helsinki



Figure 2. Hauskafe's Oy product portfolio

### 1.3 Project objectives

This thesis aims at creating and providing a thoroughly effective social media marketing communication plan for Hauskafe Oy. The company is expecting to gain an understanding of social media marketing communication, its tools and processes, an insight into the target audience and competitors, and the ways to maximise the plan's potential. Included in the plan among others will be e.g. adds campaigns, targeting, analytics tools, customer engagement and content marketing. Once the plan is implemented, Hauskafe Oy expects it to be a backbone of its marketing activities.

The project tasks are:

PT1. Designing theoretical framework

PT2. Benchmarking competitors and similar cafés

PT3. Analysing the target audience

PT4. Creating an outline of Facebook and Instagram marketing plan

PT5. Creating a marketing communication plan for Hauskafe Oy

The table below presents the theoretical framework, project management methods and results chapters for each project objectives listed above.

Table 1. The overlay matrix – the project tasks and management methods

Project task	Theoretical Framework	Project management methods	Outcomes (chapter)
PT1	Designing theoretical framework	Literature study, research	Chapter 2
PT2	Benchmarking competitors and similar cafés	Results of PT1, benchmarking	Chapter 3
PT3	Analysing the target audience	Results of PT1, quantitative research	Chapter 3
PT4	Creating an outline of Facebook and Instagram marketing plan for Hauskafe Oy	Results of PT2 and PT3	Chapter 4
PT5	Creating a marketing communication plan for Hauskafe Oy	Results of PT4	Appendix 2



#### 1.4 Project management methods

The research on the topic of this project is conducted as a desktop study - the investigation and analysis of already existing data. A desktop study is a time and cost efficient method to recognise the potentially relevant data and use it to identify the failures and success of other companies' activities. Desktop studies are designed by collecting internal and external information about the issues, in this case, companies, of interest. The collected data from literature study and research is categorised by relevance and timeliness depending on the project tasks. (Management Study Guide 2017.)

Such method as benchmarking is implemented in this project; this means that a marketing communication plan is created based on comparing the best practices of other similar companies. The measured dimensions for this project are the business type, location, customer relationship management, customer engagement, brand awareness, promotions and campaigns, time, quality and investment as a part of social media marketing on Facebook and Instagram. Identifying what leads to the success of social media marketing of a company, preventing mistakes and implementing the best methods are the objectives of this project (Figure 3. Benchmarking process cycle).

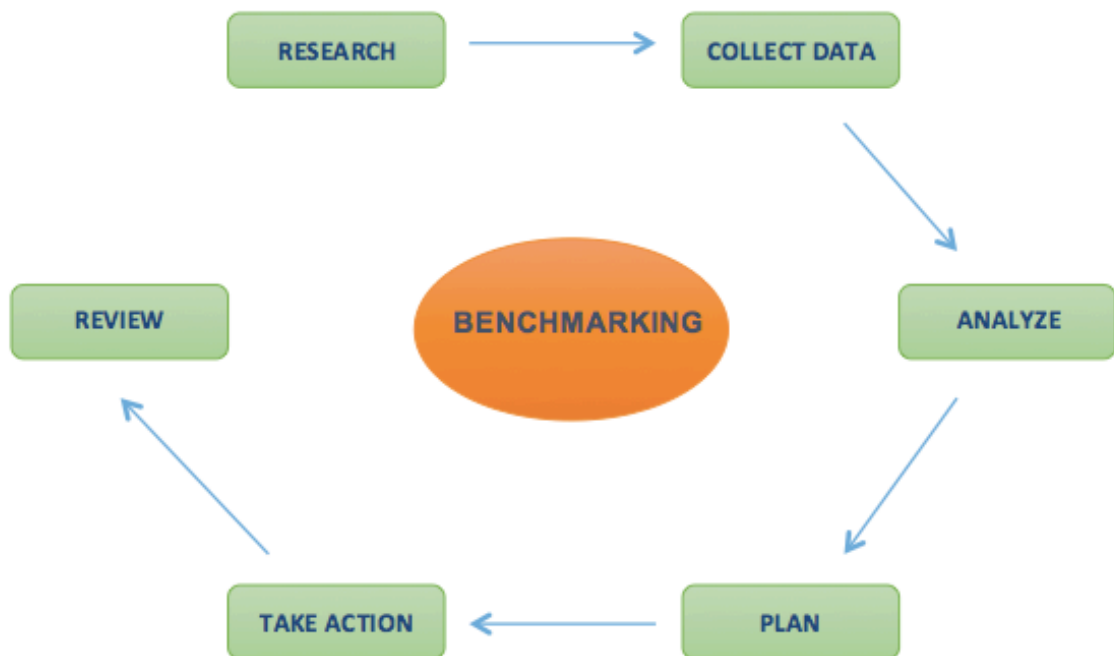


Figure 3. Benchmarking process cycle (Bawiki 2013)

Quantitative research is conducted in this project in order to analyse the target audience of Hauskafe Oy. A short but informative survey is completed by regular customers, the results of which suggest their preferences and behaviour, ways how to better approach them through social media channels.

### **1.5 Project scope**

Hauskafe Oy feels that Instagram and Facebook offer great opportunities to gain more customer engagement and fits its needs the best. Facebook offers cheap and effective advertisement; Instagram is a rapidly growing social platform. For now, Hauskafe Oy decided to postpone the activities on Twitter, YouTube and other online channels for later marketing phase. It is believed that due to the target group preferences the traditional channels are not used at this stage.

The marketing plan, as the outcome of this thesis project, does not deal with the basic functionalities of the above mentioned social media platforms, it offers a guidance and instructions for an effective marketing communication campaign for the time period of 6 months.

The benchmarked companies are chosen based on the following criteria: industry, location, size, customer base, social media marketing. Due to the lack of competition near Hauskafe Oy location (Otaniemi, Espoo), it is decided to expand the benchmarking criteria diameter to Helsinki as well.

### **1.6 International aspect**

Aalto University, with its 18 100 students in 2015 is on a second place in the amount of students in Finland after University of Helsinki (Tilastokeskus 2016). And most of these students are staying at Otaniemi, Espoo.

Due to the reputation that Aalto university, and Finnish education system overall, has worldwide, there are many international students studying at Aalto university and residing at Otaniemi campus. Hauskafe Oy has, therefore, huge potential to approach these international students with their offerings.

### **1.7 Key Concepts**

**Social media** is a form of Internet communication and collaboration, social interaction between people (users) online; it is virtual communities, such as websites and applications, where one can share text messages, pictures and videos, information, ideas, news,

etc. Among popular social media networks are Facebook, Instagram, Twitter, LinkedIn, Google+, Pinterest. (Business Dictionary 2017a.)

**Social media marketing** is one of the types of online marketing that generates the marketing content with the help of social networking websites. It is "the use of social media to facilitate exchanges between consumers and organisations. It is valuable to marketers because it provides inexpensive access to consumers and a variety of ways to interact and engage consumers at different points in the purchase cycle" (Tuten & Solomon 2013, 25).

**Instagram** is a visual content sharing network for mainly mobile devices, focused on the taking and sharing of photos, videos and stories with followers. The application is free to use and owned by Facebook. (Instagram 2017.)

**Facebook** is the most popular social networking website that allows its users to share the information, photos and videos, stay connected with friends, family and colleagues. Facebook was launched by Mark Zuckerberg in 2004; originally it was created for college students. On Facebook, one can create a personal profile or a page. Facebook pages are public profiles of businesses, organisations, communities, brands, public figures and non-profits. (Facebook 2017a.)

**Benchmarking** is a marketing tool, a measurement of the quality of an organisation's policies, products, programs, strategies, etc., and their comparison with standard measurements or similar measurements of its peers. The objectives of benchmarking are to determine what and where improvements are called for, to analyse how other organisations achieve their high-performance levels, and to use this information to improve performance. (Business Dictionary 2017b.)

**Marketing communication plan** is a comprehensive document that defines a company's marketing intention for a certain period of time. It consists of a set of step-by-step business actions to be taken in order to achieve specific marketing objectives. (Business Dictionary 2017c.)

## **1.8 Workload division**

Both authors of this thesis are at the same time co-founders of Hauskafe Oy and that is also why they felt it would be natural to write the thesis together.

Chapter 1 and the outcome of this thesis, the social media marketing communication plan for Hauskafe Oy, is designed by both Jan Franko and Aleksandra Uzunova. Chapter 2,

the theory part, is written by Aleksandra Uzunova, just like Chapter 4. Chapter 3, the methods, is written by Jan Franko.

## **2 Theoretical framework**

Social media is a very broad concept that keeps developing and gaining pace rapidly. Having considered the relevant and up-to-date sources, this chapter presents a desktop study on marketing communications within social media. It includes the concept itself, effective practices, marketing tools, social media platforms and social media marketing communication planning. The choice of marketing tools and methods, as well as tactics for creating a social media marketing communication plan for Hauskafe Oy, is based on this desktop study and its findings.

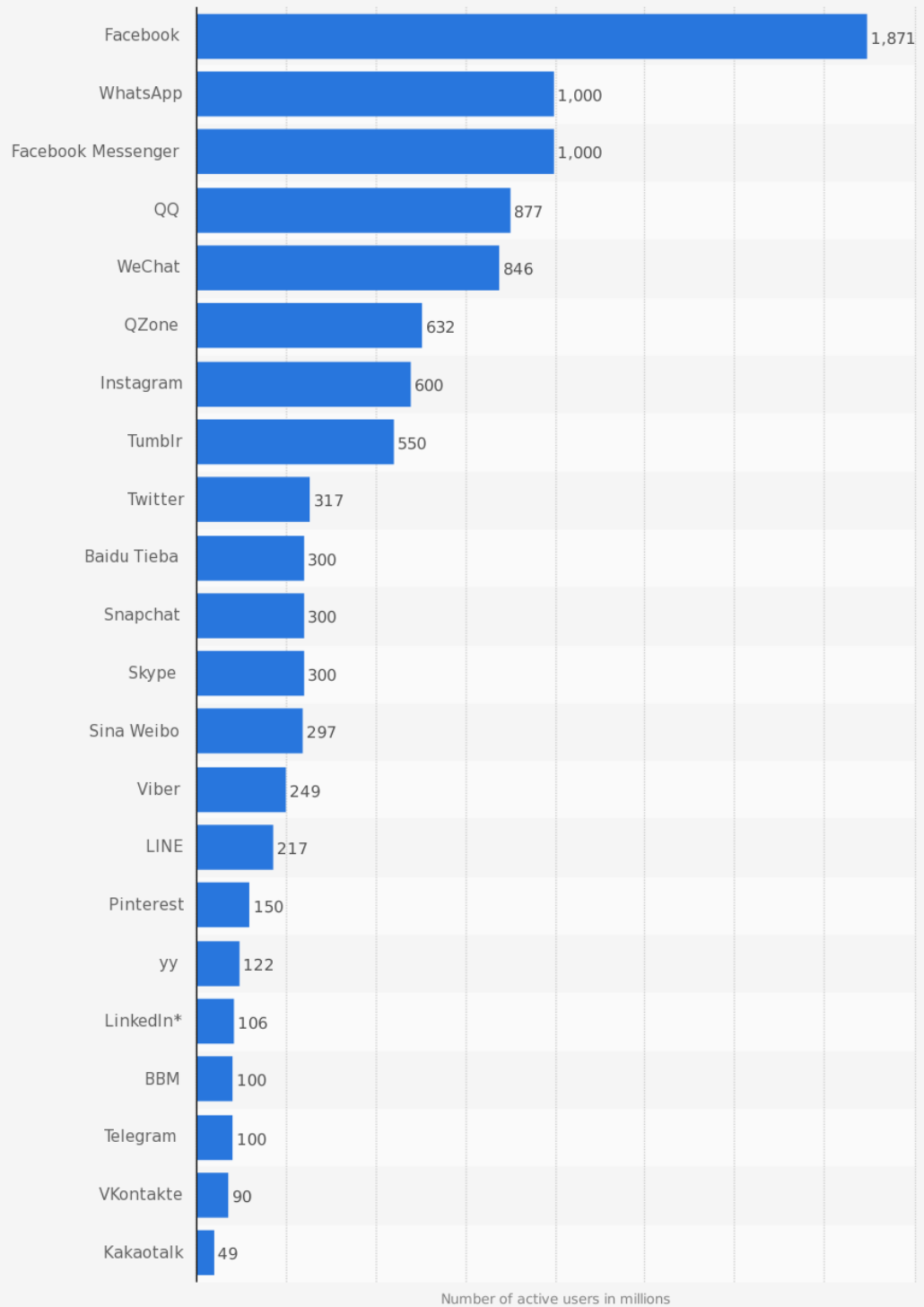
### **2.1 Growing importance of social media**

Social media as we know it now started in the late '90s with the emergence of a website called Six Degrees. The Internet platform allowed listing the contacts of friends, family members and colleagues, sending messages and defining the connection between the users in "degrees". It is considered to be the first social networking in the form that we have and percept it nowadays. Even though the website did not last long (1997-2001), it "gave birth" by suggesting a breakthrough idea to all the popular and successful social platforms that we use today. (Kirkpatrick 2010, 19-24.)

With the growing accessibility of the Internet in the early 2000's online social engagement has become common, and this is the time when the social platform MySpace gained its popularity. The users could create profiles and become friends with the possibility to interact and discuss various topics. The boom of social networking started with Facebook when in 2004 Mark Zuckerberg set up a platform for Harvard University students, that later became the world's service at the website [www.facebook.com](http://www.facebook.com). (Kirkpatrick 2010, 27-28.)

Since early 2000's the social interaction online started a new era of fast developing opportunities for users and businesses accessible within online platforms. According to the statistic portal Statista, there are over 2 billion Internet users who actively use social media nowadays (Figure 4).

**Leading social networks worldwide as of January 2017, ranked by number of active users (in millions)**



Source: Facebook; We Are Social; WhatsApp; Twitter; Tumblr; LinkedIn; Google © Statista 2017

Additional Information: Worldwide; We Are Social; WhatsApp; Tumblr; LinkedIn; Google; as of January 26, 2017; social networks and messenger/chat app/voip included

Figure 4. Leading social network websites worldwide 2017 (Statista 2017a)

Figure 4 gives a clear understanding that Facebook with 1,871 million active users worldwide dominates among other social networking platforms, holding up to 18% market

share. The following popular social networks are the messengers that also involve a large audience. The largest amount of users after Facebook and messengers is seen on QZone (Chinese website) and Instagram (worldwide) social networking platforms with 632 and 600 million active users respectively. According to this statistics, Facebook and Instagram are among the most commonly used social networking platforms worldwide.

The number of active users of social networks are constantly growing and predicted to keep increasing in the nearest future (Figure 5). According to this graph, the increase in users within 10 years (from the year 2010 to the year 2020) is forecasted to be up to 300%.

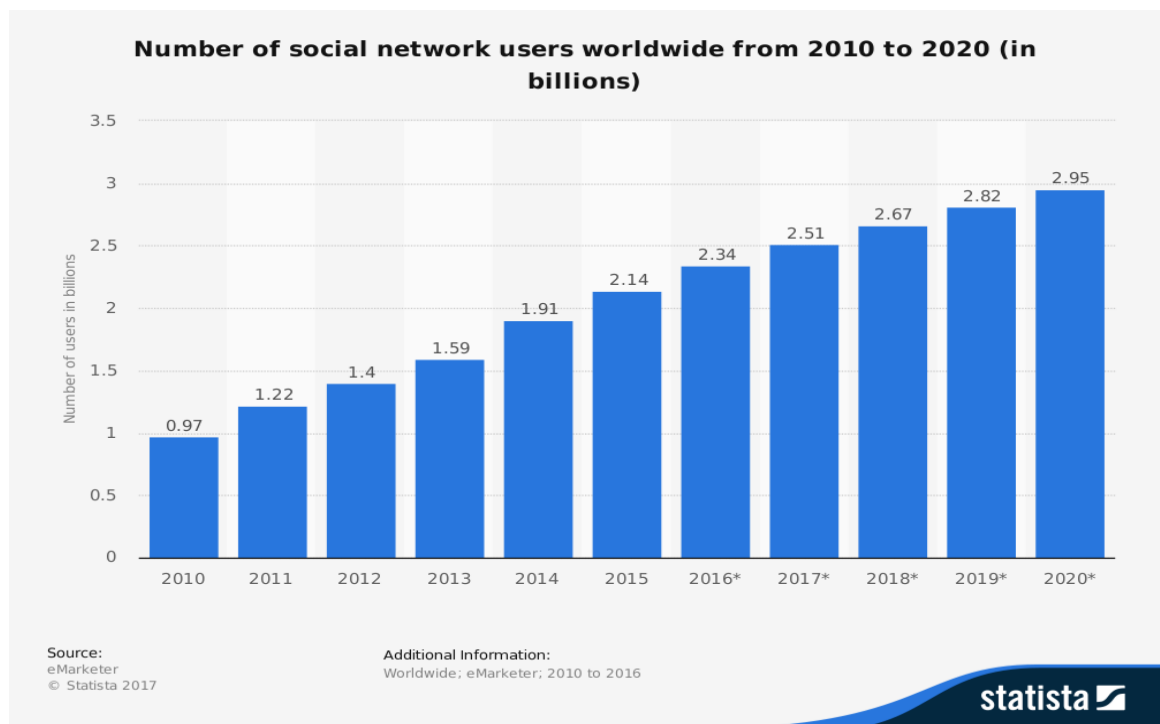


Figure 5. Social network users worldwide 2010-2020 (Statista 2017b)

Considering such a rapid growth and development in social media platforms, it has become important to be a part of social networking not just among common users but also communities, institutions, governmental and non-profit organisations, businesses of all types and sizes.

## 2.2 Social media marketing

Social media marketing is a process of promoting products and services through the channels of social media. Social media marketing includes brand building and positioning, the tone and the culture of a company, engagement and customer relationship management, etc. Brand awareness and target audience of a company expand as a result of cre-

ating and posting social media content, within which the users share, comment, like the content and participate in the group discussions or planned events. (Tuten & Solomon 2013, 27.)

Coles points out that social media marketing must be acknowledged due to the fact that it gives much value to marketers and companies with minimum, or sometimes zero, investments. Among benefits of social media marketing, the author emphasises minimum costs, online presence, new communication tools and channels, huge audience and easy customer engagement, real-time feedback, customer support 24/7, brand building and sales growth as a result. (Coles 2014, 4-5.)

One of the goals of any marketing activities is to get target customers' attention at the right time with the right approach, and social media proves to be the right place for this purpose.

### **2.3 Social media engagement: posts, followers, friends, likes, hashtags, emoji**

According to Evans and McKee, social media marketers and advertisers, social media customer engagement is crucial for any business as it gives an opportunity for potential and loyal customers to be aware of a brand, offers, a company's culture; engagement builds relationship between a customer and a brand, and social media is seen as a tool to reach this goal (Evans & McKee 2010, 4).

Evans believes that there is such a phenomenon as the social feedback cycle that starts with the use of social media platforms, bringing a direct connection to customers and stakeholders. Evans emphasises that social media is a driver for an involvement of customers into discussions, expressing approval or disappointment of a brand, and it also works as a great tool of word-of-mouth (e-word) marketing. It is believed that the content produced by marketers does not guarantee a business any success unless customers are involved in passive or active actions. Figure 6 shows that the user-generated content (blogs, photos, videos, shares, likes, comments) affects customers' choice and willingness to consider or at least think of a product or service again, thus potentially boosting their purchase intent.



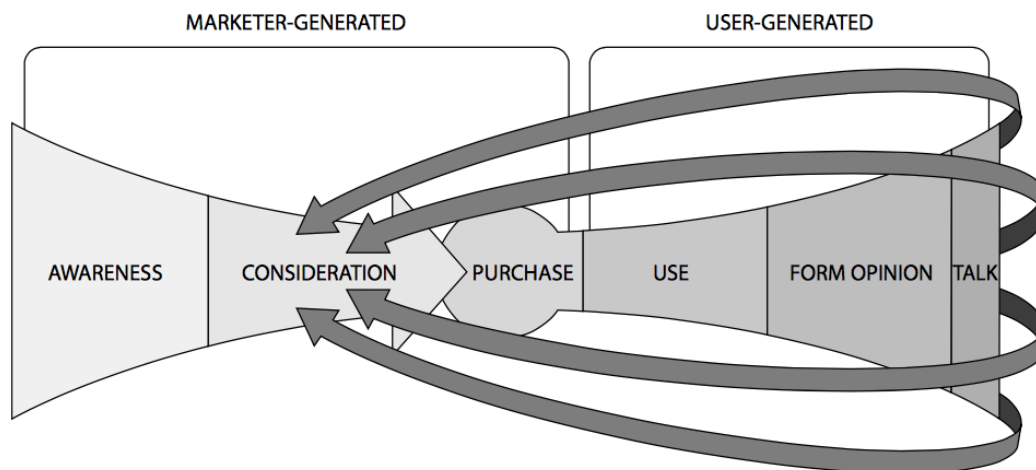


Figure 6. Social feedback cycle (Evans & McKee 2010, 5)

As stated by blogger Pick (19 January 2016), “Engagement” (such as likes, shares, etc.) is considered the most important metric for evaluating social media marketing success, with 80% of marketers identifying it as one of the top three metrics. Audience size (61%) and website traffic (56%) round out the top three.”

Successful social media customer engagement can be achieved through the means of social media marketing tools such as posts, followers, friends, likes, shares, hashtags and the use of emojis.

Social media posting is a process of adding user-created content of all types on a social media platform. It can be pictures, videos, text, links, quotes, etc. There are certain statistics of what the best time for posting is, the structure of the content, length, format and presence of hashtags, geotags, usertags.

The customers in social media are defined as users, followers or friends who are engaged in any processes in a social media setting. A follower is a person or organisation that subscribes to a personal or business social media account with the idea to be able to get updates and participate in online happenings. According to the world’s leading social intelligence company Brandwatch, Selena Gomez as a brand has the biggest amount of followers on Instagram that reaches the number of 69,5 million in the year of 2016 (Smith K. 6 May 2016).

Among businesses, the most followed brands of the beginning of the year 2017 on Instagram is National Geographic with almost 75 million followers (Figure 7). National Geographic marketers have taken advantage of its activities and opportunities they can pur-

sue using the social platforms and have focused on the quality content (Figure 8) - pictures and videos that bring a clear message and attract users' attention (Instagram, 2017).

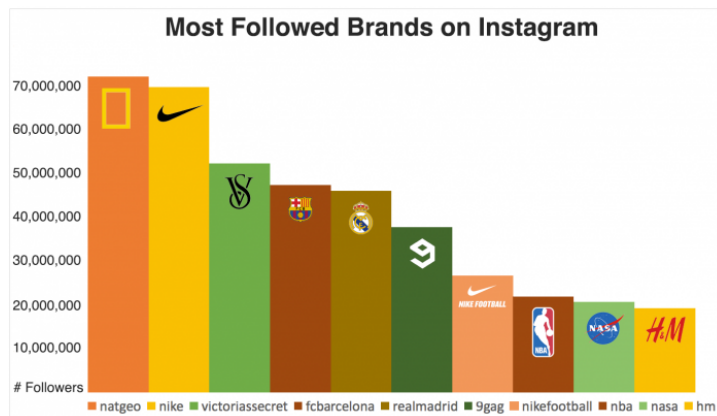


Figure 7. Most followed brands on Instagram, 2017 (Smart Insights 2017)



Figure 8. A screenshot of National Geographic Instagram account @natgeo (National Geographic 4 April 2017)

Followers on Facebook are called users and friends. Facebook friends are the connections a user makes, follows and engages with. On Facebook, one can like posts, pictures, videos, groups and share them with other users – friends. Liking a post means a user is interested in the content or supports an idea, thought, person, product or service; the like buttons serve as a quick way to express one's approval of the content (Facebook 2017).

Hashtags are commonly used on social media to categorise online content and ease the search process. The hashtag is a word or a phrase that starts with a “#” and relates to the topic, brand, feelings, opinions, location, anything of a post (#effectivemarketing, #cafe, #Helsinki). It is researched by Smart Insights (2017) that posts with at least one hashtag result in 12,6% higher engagement.

Alongside with likes and comments, there are ideograms and smileys called emoji or a new digital language. Emojis help to express people’s opinion and feelings with images and are proven to be a highly effective social media marketing tool. According to Emoji Consumer Science Team, more than 92% of social media users type emoji and it increases the number of likes by 57%, comments and shares by 33% on Facebook. Nearly half of the content on Instagram involve emojis. Many brands and companies use emojis in their social media marketing and even run big campaigns around the emoji. The main point in using the digital language is to make sure that it is understandable to a reader. Emojis are highly popular on Snapchat and Instagram as they open the human aspect of a brand and hence result in higher social media engagement. Brands are recommended to use emojis in everyday posts on social media. (Barysevich 14 February 2017.)

#### **2.4 Facebook as a marketing communication tool**

Facebook is an online social media website designed by Mark Zuckerberg in 2004. Back in early 2000's, the platform was created by Zuckerberg and fellow students of Harvard University for the purpose of connecting undergraduates on one social profile-based platform, similar to a Facebook compiled by educational organisations. The Facebook project developed and grew up rapidly, and already in 2006 Facebook has become open to the world as a social platform. In 2016 Facebook was the world’s most popular social media networking website by the number of users. Facebook today is a powerful social website with 1.55 billion active monthly users (Facebook 2017).

Along with personal profiles, Facebook also allows to create and run public and private pages. Here businesses can engage with users and promote their products and services, receive feedback and be rated, shared or liked. In 2017 it has become quite crucial to have a Facebook page as a company – for users, it gives many insights into the company's culture, brands and updates. There are over 50 million active small businesses on Facebook, and only around 4 million of them use the paid advertising (Smith, K. 12 May 2016).

Facebook page has proved to be a useful marketing tool as it has many features that help to carefully analyse customer engagement and give statistics, forecasts and reviews. It

helps to recognise target audience, their preferences by likes, comments or shares, the best reaching time of the day (week, month) for posts; and overall it gives valid information on consumers and their social media activities and decisions for further marketing steps.

Ruohiainen suggests that very often Facebook is being underestimated when in fact every business should take advantage of it. Recently Facebook introduced tools that can greatly benefit a business in reaching new customers and increasing sales by promotion and advertising. Facebook Business Page is one of them, the main benefit of which is replacing an actual website of a company; this is a self-designed platform where customers interact with a business in a very up-close way. Facebook just released another useful website called Facebook Canvas (Facebook Canvas 2017) that provides companies with professional tools to better showcase products and services; it is flexible for any objective and embraces trendy marketing tools such as storytelling. Facebook Local Advertising and Facebook Local Services also help to reach the target audience with offers and promotions and to present relevant content within good timing. (Ruohiainen 2016, 9-13.)

Many businesses actively use the paid advertising on Facebook (Figure 9), in 2015-2016 the number of business advertisers increased by 50%. Advertising through Facebook generates new leads and target potential customers of a specific area, during set time with a certain amount of popups during a day, week or month. It is noticed that companies that start using services of Facebook paid advertising to grow more quickly and successfully expand the reach through simple content (Ruohiainen 2016, 12).

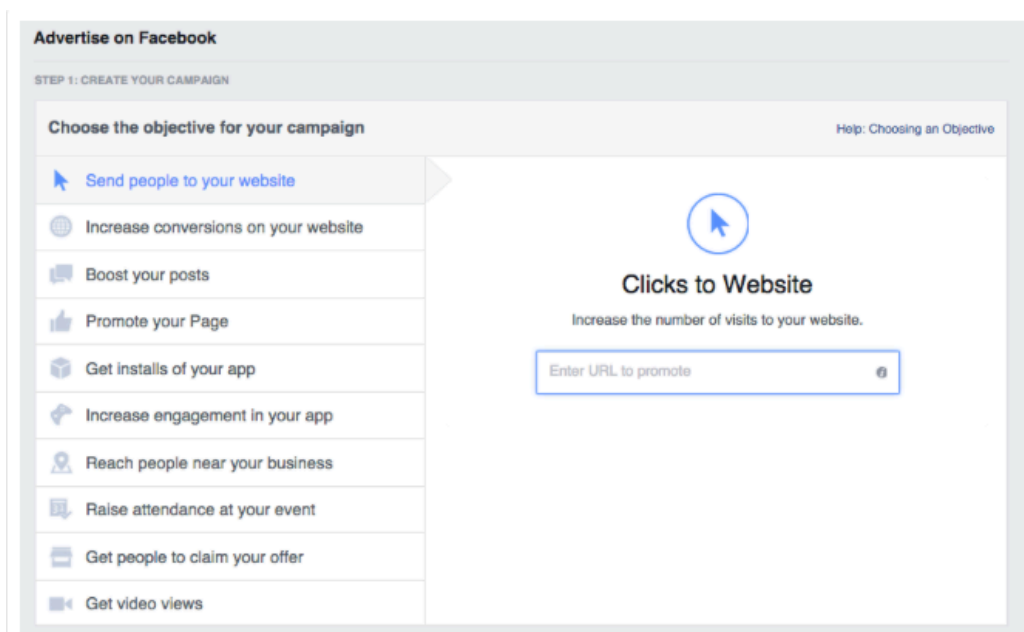


Figure 9. Facebook paid advertising service (Facebook 2017b)

## 2.5 Instagram as a marketing communication tool

Instagram is a free mobile application designed for uploading and sharing pictures and videos online. The founders of Instagram are Kevin Systrom and Mike Krieger who launched the application in October 2010. The original idea of Instagram was to post and share square-shaped pictures analogues to Polaroid photos. Instagram has immediately approached the front of social networks with 1 million registered users in two months after the launch. The application can be used primarily on the phone and has been developing constantly since the start. (Instagram 2017.)

In addition to Polaroid-like photos, Instagram got notable for such features as different picture formats, filters, explore tab, hashtags and live videos. In 2012 Instagram was acquired by Facebook. (Bilton, N. 2010.)

The transformation from a social entertaining application to one of the biggest social platform for brands and consumers happened very quickly. Today businesses recognise the potential and importance of presence on Instagram as it successfully works for their brand awareness, customer acquisition and relationship management. Hashtagging, as a social media marketing tool, increases chances of being heard and seen by thousands of consumers, thus promoted; they also help to sort and classify content. Following a hashtag, a user expresses interest in a product or service, learns more, forms an opinion and in the long run decides on purchasing.

With creative and inspiring Instagram account a business is getting closer to customers and, as a result gets loyalty and growth in sales. As a part of a well-promoted account, hashtags play quite a significant role. Surprisingly, 7 out of 10 hashtags are brand related or “branded”, which means that they are unique to a business. Simply Measured social media analytics researched, that the most-used branded hashtags in 2015 were #BMW, #MecedesBenz, #Regram, #ThisIsBoss (Figure 10). Many brands come up with very creative and catchy hashtags phrases, such as #NationalFriedChickenDay (KFC), #ShareaCoke (Coca-Cola), #PutACanOnIt (Red Bull), etcetera. (Hitz 16 December 2015.)

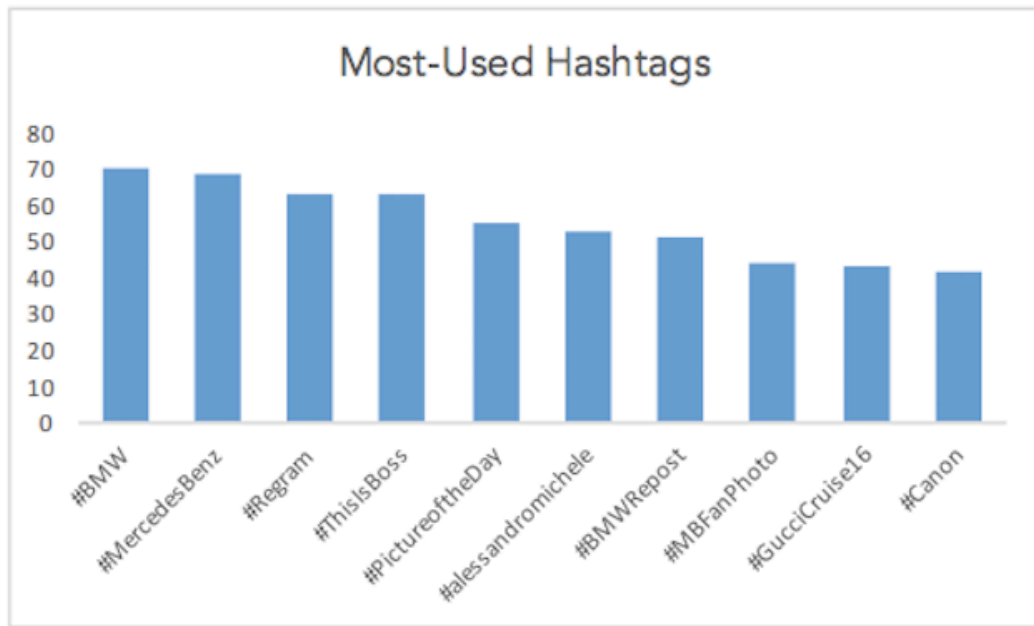


Figure 10. Branded hashtags of Instagram (in millions) in 2015 (Hitz 16 December 2015)

Instagram Business has developed in such a way that today it is absolutely crucial to perform social media marketing activities on Instagram. It is especially important when it comes to products and services of daily and handy use such as restaurants and cafés. Instagram business gives a simple and precise overview in numbers and brief examples, showing how and why promotion on Instagram works and benefits a food industry business. Instagram Business statistics says, that 53% of frequent gastronomers and 41% of occasional consumers use Instagram as a first source when deciding on a restaurant or café to eat in. They more likely visit a place that has an active engagement on social media and posts entertaining or creative content (Instagram Business, 2017).

A Finnish coffee shop company Robert's Coffee has tailored a dog theme for its posts on Instagram @robertscoffee. They post photos with dogs and branded coffee cups and snacks, followed by an encouraging comment and relevant hashtags (Figure 11). Such themed posts encourage users to like or share them and later might affect their purchase intent.

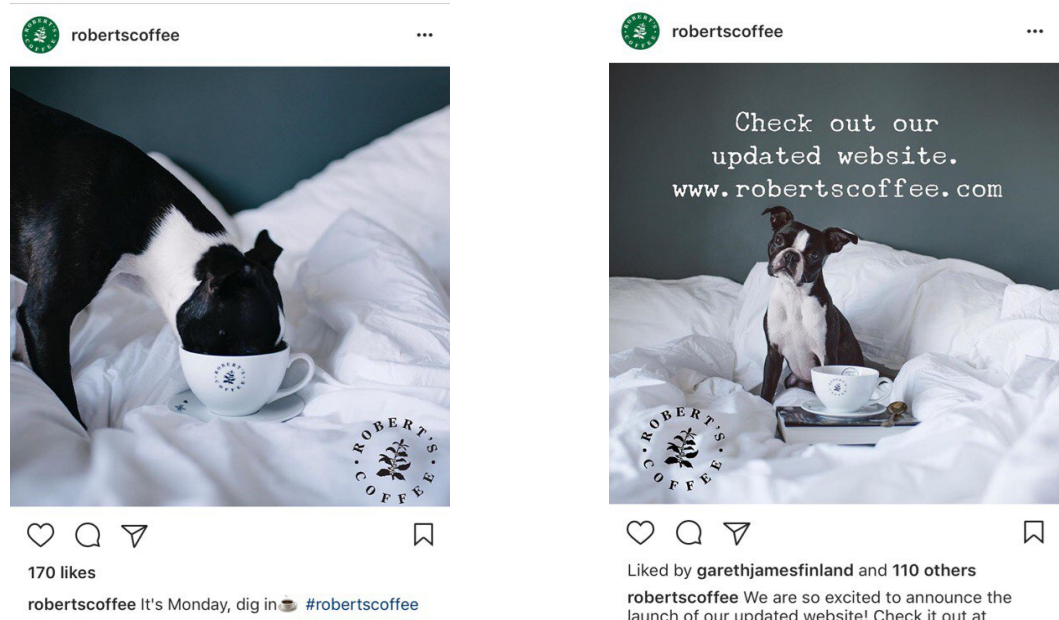


Figure 11. Screenshots of Robert’s Coffee Instagram account @robertscoffee (Robert’s Coffee 7 February 2017)

Instagram Business states that almost 75% of its users take action after being inspired by businesses' and brands' posts – from redirecting to websites for more information on physical shopping (Instagram Business 2017).

According to a research conducted by Instagram Business (2017), almost 50% of all the brands worldwide used Instagram for promotions in 2016. It is expected that this number will increase up to 70% by the end of the year of 2017.

## 2.6 Effective marketing communication

For better communication with customers, first it is necessary to identify the target audience; for Hauskafe Oy the target audience is young people and students. Knowing your customer allows planning an effective marketing communication between a company and consumers, including the format and the type of the content, the time and the channels of reaching the target audience. Consumers can be at different stages of the buyer-readiness scale (Figure 12) when they are targeted, that is why at this phase it is important to locate them and recognise their next respective need or desire. (Kotler, Armstrong, Harris & Piercy 2013, 424.)

The buyer-readiness scale consists of awareness, knowledge, liking, preference, conviction and purchase stages. On this scale, customers have to be moved step by step from one stage to another until they reach the purchase stage – which is the main goal of effective

tive marketing. (Kotler, Armstrong, Harris & Piercy 2013, 424.)

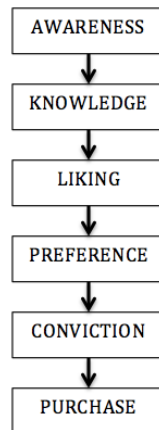


Figure 12. Buyer-readiness scale (Kotler, Armstrong, Harris & Piercy 2013, 424)

In order to help customers to move faster and more confidently towards the purchase decision, a marketer should create favourable conditions for this to happen. It can be achieved by giving valuable information for free and with relevant timing, by offering extended opportunities for further engagement, by bringing trust and credibility and by constant tracking of interim results with the help of social media tools. (Ruohiainen 2016, 14.)

When knowing the right customer and his or her desired expectations and needs, the next step is to choose a message and evaluate it. A message has to be compiled according to AIDA rule (Figure 13) where Attention, Interest, Desire and Action follow each other respectively (Kotler, Armstrong, Harris & Piercy 2013, 424-430). In Attention stage, it is important to catch users' eye on something that they will watch or read to the end. As attention span is getting shorter due to the digitalized lifestyle and changing the perception of the content it is critical to grabbing users' attention at the first seconds (of a video) and words (of a post or an article) so he or she could not be distracted and switch to other news feed. To avoid this the content should be short and easy to consume as new customers would likely go for short information that awakens Interest. Long and elaborative content usually takes place with loyal customers who already know and use your products or services and are ready for more detailed information. The Desire stage should create an "emotional connection" in customers' mind and force them to want the product or service. This can be achieved by establishing "touching points" with customers that can stimulate their purchase intent and eventually make them perform Action (contacting, texting, commenting, purchasing, ordering, downloading, etc.). (Ruohiainen 2016, 14.)





Figure 13. AIDA model (Kotler, Armstrong, Harris & Piercy 2013, 425-426)

During all phases, the marketing channels and results should constantly be reviewed and assessed in order to get more effective communication. The message source should be chosen carefully because consumers want it to be persuasive. Many businesses cooperate with local celebrities, sportsmen, successful people, bloggers, whose opinion and choice show the credibility of a brand. When the message is received, it is advised to assess its effectiveness by interviewing the target audience. A marketer should ask questions about the content and customers' feelings about it, what exactly they remember and how they react to it. Feedback is important for further planning and improvement of a marketing communication plan. (Kotler, Armstrong, Harris & Piercy 2013, 425-426.)

According to Hutchinson (21 March 2017), it is crucial to analyse and regularly update the age demographics as the statistics suggest the preferable form and type of social media content that will more likely awaken the users' interest. The age demographics differs on various social media platforms, Figure 14 shows that mostly the young generation is interested in Instagram (users under 35 years old) while both young and elder users (18-49 years old) frequently use Facebook. Considering the age demographics helps to establish specific age groups of the users and target them accordingly.



Figure 14. Key audience statistics on Facebook and Instagram (Hutchinson 21 March 2017)

The frequency of the posted content also depends on the frequency of social media use by the customers. How often to address users with new information so they do not feel spammed is an important issue in social media marketing. Knowing how often the users go online suggests the frequency of posts on social media platforms (Figure 15).

Facebook (50%) has been ascertained to be the most visited platform with a more than once a day frequency by a user, followed by YouTube (28%), Google+ (25%), Twitter (27%) and Instagram (24%). Such statistics help a company to establish a perfect time of publishing the content that should be estimated in a social media marketing plan. (Digital Information World 2017.)

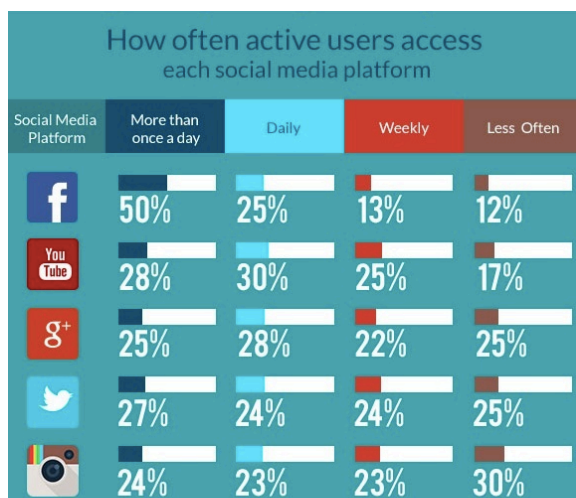


Figure 15. Frequency of social media use (Digital Information World 2017)

Eventually, when it comes to the designing of the marketing plan, a company should set clear objectives. According to SMART formula, the objectives should be:

- Specific - set goals
- Measurable - by sales, followers, orders, etc.
- Achievable - having a potential
- Realistic - relevant to the company
- Targeted and Timed – identifying the target audience and a set timeframe. (Fill 2013.)

For Hauskafe Oy the SMART marketing communication objectives are:

1. 6 months social media marketing communication plan
2. Target audience - students and young people
3. 1000 followers on Instagram and 1000 page likes on Facebook as a result
4. Customer engagement and satisfaction
5. The increase in sales.

## **2.7 Benchmarking**

Benchmarking is a marketing tool used for comparing other businesses' good and bad practices from the industry of operations. Benchmarking is supposed to improve performance by researching, analysing and eventually applying the new best marketing decisions seen in the activities of other companies. Companies use benchmarking to identify examples of better performance and to recognise the potential that drives a business towards the desired performance. As a result of this marketing technique, a company incorporates the best practices by innovating them within its business (not imitating). (Camp 2006, 23)

The process of benchmarking consists of the following steps:

1. Selecting the benchmarking companies (usually 3-5 companies).
2. Identifying the main criteria for comparison (business type, location, products and services, etc.). The chosen dimensions also usually include quality, time and cost of the comparing process.
3. Researching on the channels of the benchmarked companies' marketing activities and analysing them with the help of the chosen relevant social media marketing

tools.

4. Creating a table with vividly presented criteria and practices.
5. Identifying opportunities for further improvement or development for your business.
6. Implementing the relevant best practices and setting up clear goals.

With today's Internet accessibility benchmarking can be absolutely cost-efficient when one researches on the competitors online, especially when it comes to social media marketing. The costs can appear only in using the marketing tools that have to be acquired as the trial versions of the most effective tools are usually short.

## **2.8 Analytics tools for Facebook and Instagram**

In order to understand how exactly the sales and brand awareness are growing as a result of a social media marketing strategy, it is suggested to see the bottom part of the iceberg where all the marketer- and user-generated actions are logically traced, demonstrated in figures and sustained with further recommendations. This can be done with the help of analytics tools for social media. Today there are plenty of various tools available online, many of them are paid or with a short free trial period, which still gives an opportunity to use the tools cost-efficiently.

LikeAlyzer is a marketing tool that measures a Facebook Page success and analyses online activities, founded in 2013. It is free of charge and easy to use by copy-pasting the page's URL address (Likealyzer 2017). LikeAlyzer monitors and compares activities and potential success on Facebook, giving relevant "comprehensive reviews and tips" for further development of a company's customer communication and engagement.

Fanpage Karma is a multichannel social media marketing tool that manages and analyses social platform's performance, founded in 2012. Fanpage Karma helps marketers to grow bigger social media community by providing insights, tactics and relevant rates of multiple social media channels, including Facebook and Instagram. The tool analyses and improves the page's or profile's posts, it detects the best timing, theming or format of the post as well as the frequency of publishing according to the age demographics, day of the week, specific political or social happenings, etc. It monitors the users' interests, influences and engagement which is especially helpful for marketers' decision-making regarding the content to be published. (Fanpage Karma 2017.)

Both tools are used in this thesis in a benchmarking phase to compare the practices of other similar companies according to the criteria chosen and explained in Chapter 3. The results of analysing social media activities of other café business help to understand what Hauskafe Oy lacks and should focus on when implementing the social media marketing communication plan.

## **2.9 Quantitative research as a marketing tool**

Quantitative research is “the systematic empirical investigation of observable phenomena via statistical, mathematical or computational techniques” (Given 2008, 19). Quantitative research includes surveys and questionnaires developed by marketers to gain an understanding of logic, motives, an opinion of the target audience and helps to discover facts for its further implementation. The quantitative research is based on questioning a large number of respondents the same questions and building the result-based statistics from the answers. Such research is conducted before any marketing activities and tasks, including the preparation of a marketing plan. The surveys and questionnaires usually include multiple-choice questions as well as open ones; the questions should be relevant to the topic of investigation and the answers are expected to provide meaningful information to a researcher. Asking the right questions is one of the challenging tasks for marketers, it requires background information on other practices in the same field as well as the company’s and its customers’ activities. Thus, asking a large sample the same questions gives a more precise description of the existing and potential customers’ interests, needs and behaviour.

Quantitative research also includes the analyses of the collected data. How complicated the analyses are depends on the structure of a questionnaire and its prior preparation, therefore it is absolutely crucial to make the structure as simple as possible for respondents to understand the questions and for marketers to analyse the results.

The results of a quantitative research bring relevant recommendations and a call for clear action, which is one of the main goals of a marketer before blueprinting a marketing communication plan. (Given 2008, 20.)

## **2.10 Pre-designing a social media marketing communication plan**

The background and theory research on social media marketing communication clearly shows that social media can help Hauskafe Oy to grow, engage the customers and increase brand awareness with minimum or zero costs. In order to understand how this goal can be reached two methods are chosen for this thesis as marketing tools for the

further design of a social media marketing communication plan – benchmarking and quantitative research (Chapter 3). The results of the analysis build up the structure of the marketing plan with specific suggestions on what should be implemented and how (Chapter 4).

For the better understanding of the holistic picture of Hauskafe’s Oy social media situation, it is important to consider where the company is at the moment. Hauskafe Oy is not actively present on social media which is the biggest issue to be resolved. It is a young company that can gain awareness by engaging more people and being heard of. SWOT analyses made by the founders of Hauskafe Oy presents the current key problems and opportunities as of the time of writing the thesis (Table 2).

Table 2. Hauskafe Oy social media SWOT analysis

<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Quality products</li> <li>• Personalised choice on the menu</li> <li>• Excellent customer service</li> <li>• Location</li> </ul>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Absence of social media activities</li> </ul> <p style="text-align: center;">Challenges in standing out in a competitive cafe industry</p> <ul style="list-style-type: none"> <li>• Brand awareness</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Cost-efficient marketing through social media channels</li> <li>• Active customer engagement</li> <li>• Successful social media presence</li> </ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Strong competition</li> <li>• Developing infrastructure in Otaniemi area</li> </ul>

According to Table 2, the opportunities are the objectives of this thesis which are reflected in the marketing plan. The finished social media marketing communication plan for Hauskafe Oy is presented in Appendix 2.

### **3 Methods**

This chapter deals with the research methods. As per topic of this thesis, the authors decided that two methods will be used: benchmarking and quantitative research method in a form of a survey.

#### **3.1 Benchmarking**

Benchmarking is a valuable addition to a social media marketing communication plan. From the many definitions existing about benchmarking, one can look at benchmarking as an ongoing process of comparing a company to competitors anywhere in the world and thus gain insight and improve the company's processes (Kozak 2003, 5-6).

According to Social Media Industry Report for the year 2016, 90% of respondents admitted that social media plays an important role in their marketing activities. The most used social network was Facebook. This number gives an idea of the importance marketers see in social media marketing. However, only about 45% respondents agreed that their Facebook marketing was effective. (Stelzner 2016, 5-10.)

This shows not only the potential that social media have for marketing but also that half of people using it for any social media campaign are using it wrong. The problem can be in the lack of knowledge of tools and processes, or not setting their goals properly.

Hauskafe Oy has been operational with breaks almost 2 years. The company has started working on some social media marketing plan when operating as a pop-up in Lasipalatsi, Helsinki. However, between closing that venue and opening again on a different location with a slightly different idea, the marketing activities have ceased to exist.

The goal for Hauskafe Oy is, therefore, clear; benchmarking its closest competition will provide the company with ideas where to start and where to go with its social media marketing plan. First and most important for Hauskafe Oy (and thus the main topic of this thesis) is to learn how to gain higher visibility via social media, Facebook and Instagram in particular. Increased exposure is also what 90% of respondents claimed social media marketing has helped them with. (Stelzner 2016, 50-56.)

As Hauskafe Oy is a restaurant/café business, social networks most suitable for their marketing activities are Facebook and Instagram. Both networks are highly popular among consumers, visited daily from phones or desktops and offer a place to share visually tempting images. Both platforms also provide clear and quite effective analytics

tools and therefore it is easier to follow the success/fail of campaigns and other activities. They also provide good criteria for targeting and selecting target audience. Also, they are cost effective and quite easy to work with. Thus the benchmarking activities concentrate on the use of these platforms by competitors.

### **3.1.1 Benchmarked companies**

For the process of benchmarking the social media activities, the owners have selected the following cafés based on certain criteria. First of all, in this thesis, the authors are looking at cafés of the same size, style, similar location and active on Facebook or Instagram. Since Hauskafe Oy has pretty much non-existing social media presence, for the start the authors are looking at similar companies and how they do their social media marketing.

By comparing similar-sized companies' activities some good and bad examples come forward and can then be used as an example of what to do and what to avoid in future marketing activities.

Other criteria are the size and the startup feature. This criterion is used to benchmark Hauskafe Oy to companies that are relatively new and have similar potential and manpower to upkeep the recommended social media activities. For this reason, this thesis avoids benchmarking already existing and established cafés as well as chains and co-op cafés and restaurants.

Location plays also an important role in selecting companies to benchmark. Ideally, the benchmarked companies would be located in the same or similar area as Hauskafe Oy nowadays operates. Unfortunately, the Otaniemi, Espoo area is being revitalised and is changing quite fast now to extend and accommodate more students from Aalto campuses around Helsinki. This turmoil has left the whole Otaniemi without any real cafés, with exception of various Startup Sauna and other pop-up cafés. However, for the different nature of these cafés, they are not suitable for the benchmarking process and thus the purpose of this thesis. For this reason, it has been decided to extend the location all the way to central Helsinki.

The last criterion for selecting the benchmarked companies is the style. Selected companies should be cafés and not restaurants since the target group might vary. For the purpose of this thesis, selected companies are cafés offering some sweets and sandwiches and salads but no warm food and no lunches per se. Also excluded are cafés that offer alcoholic beverages.



### Kitty's Diner

Kitty's Diner is a startup founded in 2015 by two international former students of Haaga-Helia School of Hospitality and Management. Last year they opened a diner in Hietaniemen kauppahalli in Helsinki. Their primary products are American diner style milkshakes and sweets. Nowadays the company operates with the staff of 3 people, including the founders. (Kitty's Milkshake Bar 2017.)

### Kuppi ja Muffini Café

This café is located in the central Helsinki at Kalevankatu 17. It is founded by two friends that share their passion for good food. They provide coffee and sweets, baked in their own little bakery. As part of their offering are also some soups and porridge. This café does not have a Facebook page to analyse but will be included in Instagram analyses. (Café Kuppi & Muffini 2017.)

### Good Life Coffee

This café located in Kallio was founded in 2012 by coffee enthusiasts and their experience, later on, proved in barista competitions where the staff placed high on the leaderboard. This café offers all traditional café products and also sells their own coffee. (Good Life Coffee 2017.)

### Café Kokko

Originally started as a Christmas pop-up café at Keskuskatu, now reopened at Kalevankatu, this café offers coffee, beverages, salads and sweets.

### ChoFé

Located in central Helsinki at Lönnrötinkatu, ChoFé offers coffee, salads, panini and sweets in a trendy and relaxing environment. This café does not have an Instagram account, so will be excluded from Instagram analyses. (Chofé 2017.)

## **3.1.2 Benchmarking Tools**

There are many tools to analyse the Facebook and Instagram performance, some of them are built-in the social platforms, but usually, they are not suitable for analysing competitors and benchmarking because they require administrative rights to access the page.

However, there are some tools that provide the performance analytics of Facebook page and Instagram activity also for an outsider. This thesis is using those tools due to above-mentioned access limitation of internal analysers.

Among the best and highest recommended tools for analysing Facebook page performance is LikeAlyzer.

Most of the tools for Instagram analytics also require administrator rights. As the most suitable tool for gaining competitor's analytics Fanpage Karma tool was selected. From those available, this tool also offers most in-depth insight into the Instagram activities.

### **3.1.3 Facebook benchmarking**

Facebook is a useful tool for social media marketing. It offers benefits in a number of users, good analytics, relatively cheap paid advertising and good targeting options. It is a good tool to gain visibility and engagement from people and possibly convert them to potential customers.


Facebook marketing has some specifics that should be followed when running a successful campaign or just gaining visibility. Posts should be engaging, meaning it is recommended to post questions etc. and getting people engaged because only likes do not necessarily mean anything, important is the engagement rate. It is also recommended to never post only text, but add a short video or visually pleasing image of our product or people. It is also important to create content and not only advertise the product (Rouhiainen 2016, 15).


When analysing the benchmarked companies Facebook pages, the focus is the most important variables like PTAT, engagement rate, likes, posts and page comparison. The analytics also provide recommended times for most effective posting and many other improvement suggestions.

### **3.1.4 LikeAlyzer analyses**

LikeAlizer analytical tool provides deep insight into how the selected companies perform on Facebook. Figures 16 and 17 show the summary of the analyses in the order from the best to the worst.

## Review of Kitty's Milkshake Bar





**88**

**Recommendations:**  
 Ask more questions to your fans.  
 Encourage your fans to ask more questions for you to answer.  
 Use hashtags in your posts.  
 Improve your timing.

[LEARN MORE](#)

**Page Information**

**Page name:** Kitty's Milkshake Bar [\[Visit\]](#)

**Category:** Cafe [\[Visit\]](#)

**Username:** Kitty'smilkshakebar

**Website:** <http://www.kittysmilkshakebar.fi/>

**About:** Information specified.

**Milestones:** 7

**Pages liked:** >10

**Like / Share**

Share and make the world a better place. Please select which Social Network you would like to share your result to.

Like
Tweet
in Share

**Page Comparison**

**88**

Kitty's Milkshake Bar

VS

<b>53</b>	<b>53</b>	<b>73</b>
Average LikeRank	Average in Cafe	Similar Brands

**Pages in 'Cafe'**

	LikeRank
1 La Baguette	90
2 <b>Kitty's Milkshake Bar</b>	<b>88</b>
3 Cong Claphe	86
4 無名咖啡	86
5 Магазин цвѣтѣлка Shashik'Yan	85

[See more statistics](#)

Some nice links specially selected for you:

- 7 Different Questions To Ask On Facebook To Build Engagement
- Seven Ways Nonprofits Can Benefit from Facebook hashtags

<https://www.facebook.com/NewPage>

**Page Performance**

**Likes:** 4,538

**Likes Growth:** 7.16%

**PTAT:** 258  
With that amount of likes you should be able to engage more of your followers.

**Engagement Rate:** 5.69%  
The Engagement Rate is calculated by taking the total PTAT (people talking about this) and divide by the total number of likes. Our surveys has shown us that in order to reach success on Facebook you should have an engagement rate greater than 7%.

**Checkins:** 355

**Posts by Pages**

**Posts per Day:** 1.04

**Likes, Comments & Shares per post:** 29

**Posts per type:**

70.8%	12.5%	4.2%	8.3%
-------	-------	------	------

**Timing:** Slightly off.

**Length of posts:** Between 100 and 500 characters.

**Curiosity:** You should ask more questions.

**Hashtags:** Not using.

**Comments:**  
Your fans seems to responding best to Photos. Especially Photos posted between 12 - 15 (GMT). To know more about what posts your followers like, check your Page's top posts.

**Posts by others**

**Everyone can post to your timeline?** Yes.

**Posts by fans:** There are only 1 posts by others last month on your Facebook Page. Facebook is an amazing network for dialogue with your clients and customers. You should encourage your fans to ask more questions.

**Comments:**  
There is one post that you have not answered. [Take a look.](#)

## Review of Good Life Coffee





**54**

**Recommendations:**  
 Create more engaging posts.  
 Review the length of your posts.  
 Publish posts more often.  
 Ask more questions to your fans.  
 Encourage your fans to ask more questions for you to answer.

[LEARN MORE](#)

**Page Information**

**Page name:** Good Life Coffee [\[Visit\]](#)

**Category:** Restaurant [\[Visit\]](#)

**Username:** Goodlifecoffee

**Website:** <http://goodlifecoffee.fi/>

**About:** Information specified.

**Milestones:** 0

**Pages liked:** >10

**Like / Share**

Share and make the world a better place. Please select which Social Network you would like to share your result to.

Like
Tweet
in Share

**Page Comparison**

**54**

Good Life Coffee

VS

<b>53</b>	<b>53</b>	<b>53</b>
Average LikeRank	Average in Restaurant	Similar Brands

**Similar Brands**

	LikeRank
33 Ravintola Piazza	56
34 WIND	56
35 Restaurant Spis	55
36 <b>Good Life Coffee</b>	<b>54</b>
37 Löyly	52

[See more statistics](#)

**Page Performance**

**Likes:** 6,180

**Likes Growth:** 2.86%

**PTAT:** 30

**Engagement Rate:** 0.49%

**Checkins:** 1994

**Posts by Pages**

**Posts per Day:** 0.38

**Likes, Comments & Shares per post:** 34

**Posts per type:**

54.2%	8.3%	4.2%	16.7%
-------	------	------	-------

**Timing:** Way off.

**Length of posts:** Between 100 and 500 characters.

**Curiosity:** You should ask more questions.

**Hashtags:** Using.

**Comments:**  
Your fans seems to responding best to Photos. Especially Photos posted between 18 - 21 (GMT). To know more about what posts your followers like, check your Page's top posts.

**Posts by others**

**Everyone can post to your timeline?** Yes.

**Posts by fans:** No messages last month. Facebook is an amazing network for dialogue with your clients and customers. You should encourage your fans to ask more questions.

**Comments:**  
You have some unanswered Posts by others which need your attention. [Take a look.](#)

Some nice links specially selected for you:

- 10 Easy Ways to Expand Your Facebook Reach and Improve Engagement
- How often should you post on Facebook?
- 7 Different Questions To Ask On Facebook To Build Engagement
- Create a Facebook Campaign with Meltwater Connect
- Facebook Help Center: What's a milestone?

<https://www.facebook.com/NewPage>

Figure 16. Screenshot of Likealyzer analyses results for Kitty's Diner and Good Life Coffee (Likealyzer 2017)

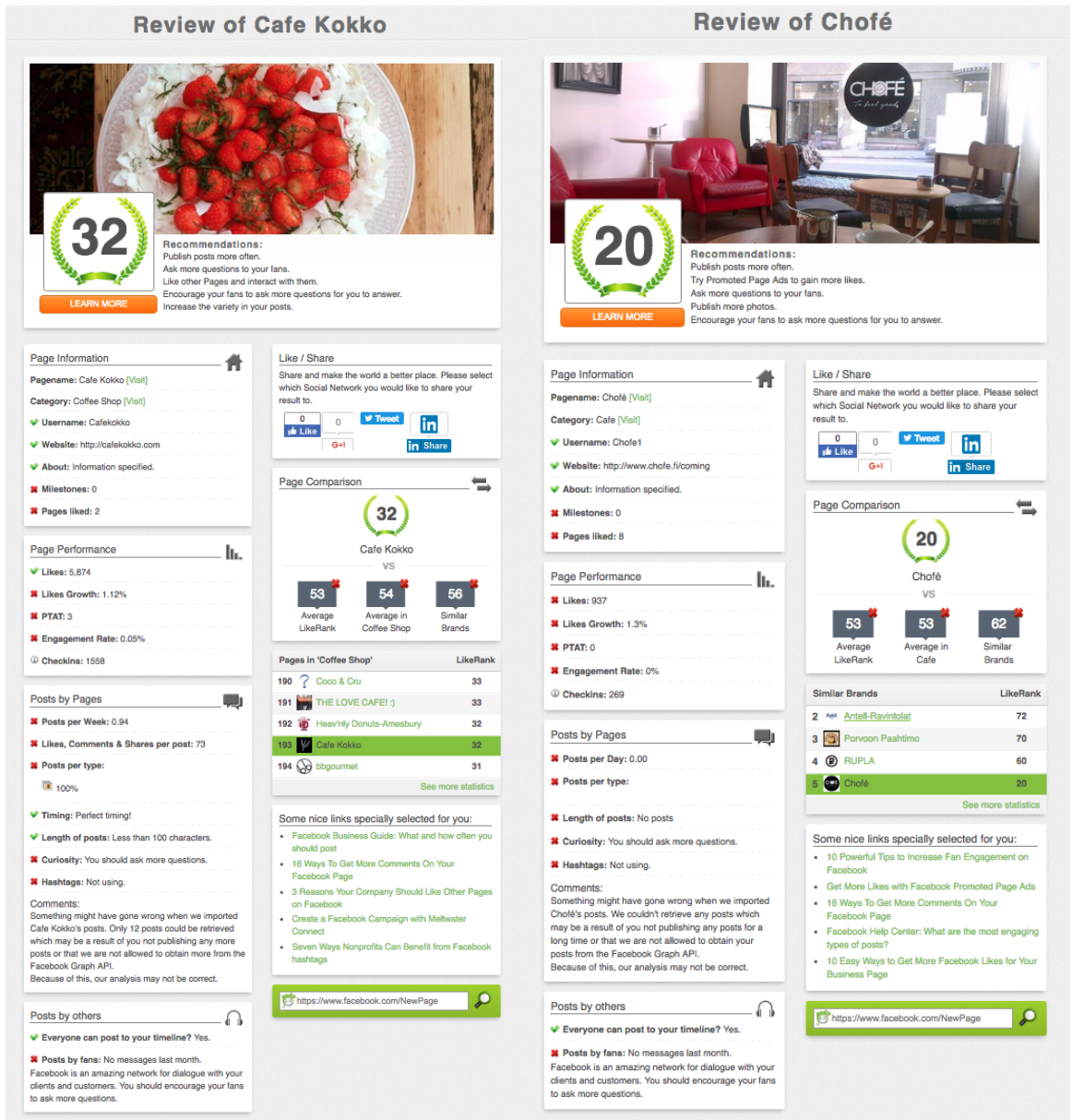


Figure 17. Screenshot of Likealyzer analyses results for Café Kokko and ChoFé (Likealyzer 2017)

As seen from Figures 16 and 17, selected cafés got ratings from good to quite bad. The table below sums up clearly the most important variables valid for comparison and benchmarking process. The best café's activities on Facebook are then closely observed and conclusions are listed at the end of this chapter.

Table 3. Sum up of Facebook page analytics.

Company name	Page comparison	Likes	PTAT	Engagement rate	Likes, comments and shares/post	Length of post (characters)	Timing	Hashtag use
Kitty's Diner	88	4536	258	5,69	29	100-500	Slightly off	No
Good Life Coffee	54	6180	30	0,49	34	100-500	Way off	Yes
Café Kokko	32	5874	3	0,05	73	Less than 100	Perfect	No
Café ChoFé	20	937	0	0	NA	NA	NA	No

As seen from Table 3, in the page comparison the most successful company is Kitty's Diner with the score of 88/100. This means that the improvements needed are more cosmetic like the timing of posts and increase engagement of followers by asking questions or posting a content that makes people react.

Kitty's Diner does not have the most likes from benchmarked cafés but is the most successful when engaging people. Their engagement rate is almost 5,7% and is close to the recommended minimum that is 7%. Engagement rate is calculated by dividing PTAT by all likes. This is the most important variable to look at because it tells how actively people are engaging with the company. Engagement is an important step in the conversion process and creating customer loyalty.

Kitty's Diner is also the best in PTAT variable, which is an abbreviation for "people talking about this". PTAT is also an important variable to look at when analysing competition or the company because it shows the 'buzz' the company creates among people. This can be increased by sharing interesting and compelling content instead of simply advertising the product. Some ideas for the content are blogs, articles, infographics and other engaging and informative subjects and essence.

Posting this kind of content also increases the comments and shares value, which is another important variable when concentrating on an increase of visibility. Compelling posts that fulfil certain criteria can catch an attention and get shared and commented more than others. Some basic guidelines for a compelling post are using questions, numbers or phrases like: "things you did not know", "how to avoid" etc. in the title. (Rouhiainen 2016, 40-42)

Because people are nowadays overloaded with information, another important variable is the length of the post. The ideal post should be around 80-160 characters as people do not want to spend a long time engaging in reading long texts, especially on social platforms like Facebook. Attached to the text, and part of every post should be a relevant and pleasing image since that is what catches the attention best.

As seen from the Table 3, Good Life Coffee is only company using hashtags in their Facebook posts. This is also recommended to all companies because using hashtag can increase the company visibility, gain attention among people about company and product, engage people and create awareness.

Likealyzer provides not only analytics but also suggestions for improvement, among others the timing of the posts. The importance of timing lays in the fact that people are active on Facebook during certain times of the day. Posting in those times is one way how to gain more visibility. Most of the benchmarked companies post their posts in the morning. However, the recommended posting time is, according to Likealyzer, the afternoon or evening.



Figure 18. Post from Kitty's Diner Facebook page (Kitty's Milkshake Bar 12 April 2017)

Figure 18 shows one of the posts on Kitty's Diner Facebook page. This post is selected as an example of a good post, even though there are some things to improve.

This post is engaging people because it is current. With Easter approaching, Kitty's Diner came up with new milkshake flavour that combines mämmi with more traditional ingredients. The post starts by stating that this is a controversial product, which catches people's attention. It also asks for people's opinion about it, which is perfect for engagement, however, the question could be stated at the start of the post text, not at the end.

This post has ideal length and it has an image, which could be maybe of better quality and edited in some editing environment, but generally presents the product quite well. The

timing is also perfect, in the recommended time slot. As seen from the Figure 18, this post got 1 share, which is not much, but still, helps to increase awareness of the product.

Kitty's Diner uses generally visual content on their Facebook page, including many videos and images. It is compelling also because it does not concentrate solely on the product, but also introduces the company and people working there which creates a better connection of people to the brand.

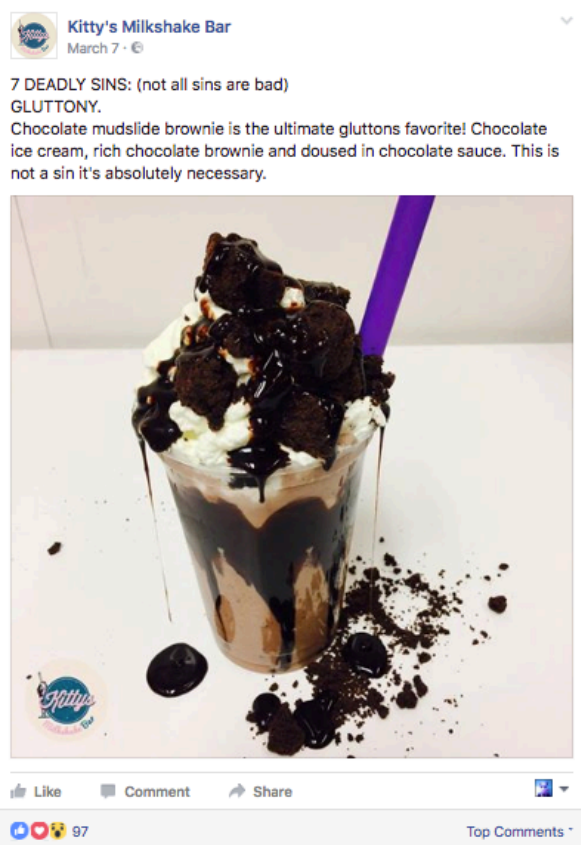


Figure 19. Post from Kitty's Diner Facebook page (Kitty's Milkshake Bar 7 March 2017)

Figure 19 shows another creative idea for engaging people. Kitty's Diner ran a "7 deadly sins" campaign to introduce their products. For each deadly sin, they selected one of their milkshakes and wrote a compelling post that got people interested. As seen from above, this post gained 97 reactions from people and has been one of the most reacted-to posts lately.

### 3.1.5 Instagram benchmarking

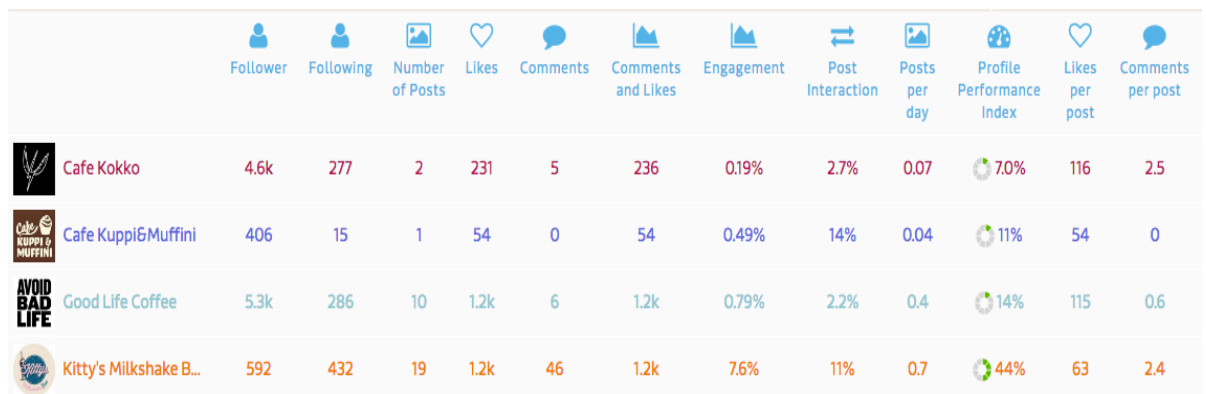
Instagram is constantly growing social media platform that is ideal for business from certain industries due to its content. Since it is an image-based platform, the fit for

restaurant industry companies comes from the possibility to post images of food and drinks that can be visually very engaging and pleasant.

Posting a good post on Instagram follows similar criteria than other social media, but with Instagram, the centre point of the post is the image or video. As with Facebook posts, the image should be relevant, compelling and visually attractive. In the case of a video post, it should be relatively short and fast paced to gain interest from users. And because most people use Instagram on their mobile phone, all content should be mobile friendly.

### 3.1.6 Fanpage Karma analyses

Fanpage Karma is a social media analytics tool that lets users compare their profile to competition, or benchmark their competition. It looks at selected Instagram (or another platform) profile and, as a result, presents the user with deep to the core analytics. It allows the freedom to chose which variables users want to compare and concentrate on. For the purpose of this thesis were selected: a number of followers, a number of posts, engagement and post interaction as the most important ones, with some additional ones to allow for some more throughout analyses.







	Follower	Following	Number of Posts	Likes	Comments	Comments and Likes	Engagement	Post Interaction	Posts per day	Profile Performance Index	Likes per post	Comments per post
 Cafe Kokko	4.6k	277	2	231	5	236	0.19%	2.7%	0.07	7.0%	116	2.5
 Cafe Kuppi & Muffini	406	15	1	54	0	54	0.49%	14%	0.04	11%	54	0
 Good Life Coffee	5.3k	286	10	1.2k	6	1.2k	0.79%	2.2%	0.4	14%	115	0.6
 Kitty's Milkshake B...	592	432	19	1.2k	46	1.2k	7.6%	11%	0.7	44%	63	2.4

Figure 20. Instagram analyses from period 18.3.2017-14.4.2017 (Fanpage Karma 2017)

Figure 20 introduces the results of analysing the Instagram profiles for selected benchmarked companies.

Looking at the overall picture shows that Kitty's Diner is once again performing the best on the Instagram platform. With the second least in followers, they lead all other variables.

Followers of the company play an important role in Instagram marketing. Through followers, the message is spread and company can gain visibility for their products. This



can be done by simply creating compelling content, by following some leaders in the industry or other relevant people and companies.

To stay visible and always in touch with followers a company should be posting at least once a day, in the case of some specific campaign the posting can be more often and can also be targeted on various audience groups and segments. Kitty's Diner is the most successful with 19 posts in the month's period. Posting often is a good way to present the product as attractive and company as human and therefore create a loyalty bond between companies and followers, hopefully culminating in purchase decision.

Kitty's Diner is also at the top of the list when looking at comments and likes of their posts. This is the first step to the engagement rate, that is over 7%, which is a relatively high score.

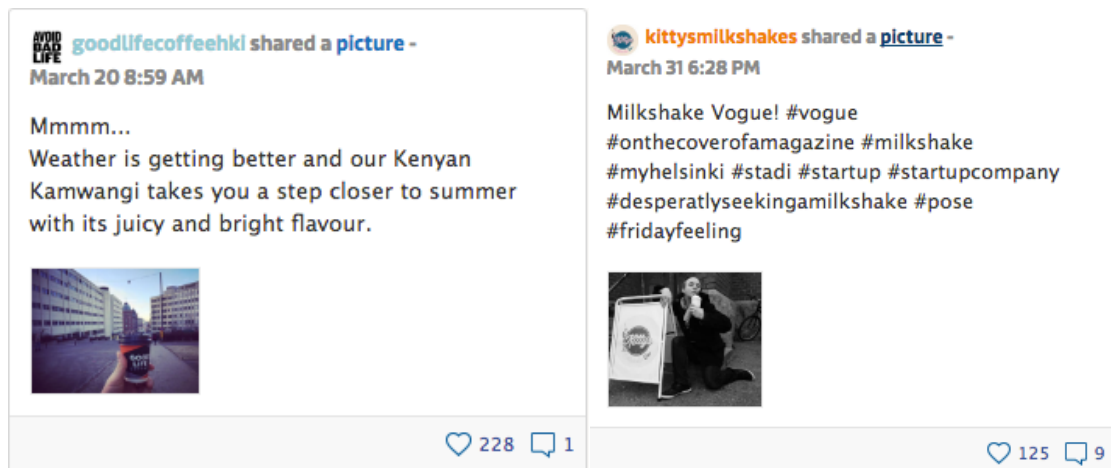


Figure 21. Image of the most liked and most commented post on Instagram according to Fanpage Karma analytics from period 18.3.2017-14.4.2017 (Fanpage Karma 2017)

Figure 21 demonstrates quite well the difference in follower's interaction. While the post from Goof Life Coffee shows clearly the product in the image and in-text mentions some new product available and it got 228 likes, only one person commented on this post.

On the other hand, we have a very different post by Kitty's Diner where there is only the logo of the company and the word milkshake visible, but no other product introduction is involved. However, this post has 9 comments and 125 likes. This shows more loyal followers of Kitty's Diner compared to those of Good Life Coffee. Also, the post of Kitty's Diner includes hashtags, which are a great way to increase the visibility and gain more followers (Chapter 2.3). Also, this image is black and white, which makes it stand out a bit

more from the rest and it can be considered as funny and therefore more appealing to people.

Instagram is probably the most popular social media platform for posting images, but also videos can be a powerful tool for social media marketing. A good video can provide a better presentation of the company, the staff, ideas and products than an image or a plain text, and depending on the form can be a useful addition to the content created by the company on their social media. From benchmarked companies, only Kitty's Diner is using videos as a form of their Instagram posts.

### **3.1.7 Results of benchmarking**

From analysing the Facebook and Instagram pages of benchmarked companies we can see that not all of them pay attention to their social media presence. Kitty's Diner comes out as the most active from these 5 companies. They are active, provide relevant content, engage their followers and also follow up on the comments. However, even this company could use some improvements, as suggested e.g. by Likealyzer. On the other hand, analysing Kitty's Diner provides some nice examples for Hauskafe Oy to find inspiration from.

What emerged as a surprise was the fact that other companies stayed so far behind Kitty's Diner. Social media provide a great competitive advantage for any business in exchange for relatively little work and almost no costs or no costs at all. Facebook paid advertisement is only one way to promote, but great visibility can be gained also by organic processes.

This lack of social media presence comes as a surprise also because the selected companies are all unique and special in a certain way and promoting this unique feature or offering could possibly gain them followers and increase conversion rate.

Hauskafe Oy should definitely invest time and effort into establishing their social media presence on Facebook and Instagram soon. This can be done easily by posting regularly attractive content including calls to action, images, videos, share articles or blog posts etc.

Including some videos and images that tell the story of the company and product in connection with increased visibility would then (when done right) gradually create a loyalty bond between the company and customers.

Kitty's Diner is also the only company that is using new features of social media, in particular, live video on Facebook. This new feature might be underestimated by many companies, but is a valuable addition to already implemented social media marketing plan.

### 3.2 Quantitative research method

As a second method of research for the purpose of this thesis was selected quantitative research method.

To measure quantitative data, a structured questionnaire is a standard tool and it measures attitudes and opinions of people about the brand and their attitudes towards it (Bradley 2007, 304).

A survey consisting of open-ended questions and scales is the most suited to gain insight into customer's perception of the brand and service and their values (Gerson 1993, 69-70).

The theory states that before conducting the research 4 main decisions have to be made. It is crucial to set the objective of the survey, which helps to develop the research questions. Then to decide how the variables will be measured and collected. Next decision concerns the sample, so whom will the answers be collected from and in what form. And last, how the results will be analysed. (Punch 2003, 29.)

As the objective of the survey the authors of this thesis see two main tasks; to gain results that support the theory findings as seen in Table 4 and to gain insight into customer's behaviour towards brands on social media platforms. The results answer basic questions such as which social media are most commonly used among Hauskafe's Oy customers, what is the most common way of interaction between businesses and consumers and what factors affect people's behaviour the most.

Table 4. Survey questionnaire based on the theory

Question	Theoretical background, source	Relevance
Age	Figure 14. Key audience statistics on Facebook and Instagram, 2017	The age is significant for determining the choice of the social media channels and the type of the content.

The most used social media networks	Figure 4. The list of the leading social network websites worldwide, 2017	Recognizing of the most popular networks for the purpose of using them as effective social media marketing channels.
Frequency of using social media networks	Figure 15. Frequency of social media use, 2017	Learning how often the potential users/customers use social media for further estimation of the frequency of posts.
Engagement with businesses/brands on social media	Figure 7. Most followed brands on Instagram, 2017 Figure 10. Branded hashtags of Instagram, 2016	The importance of knowing if customers engage with other similar businesses online.
Forms of engagement with businesses/brands on social media, specific types of posts	Chapter 2.4. Social media engagement: posts, followers, friends, likes, hashtags, emoji	Understanding which forms of engagement are preferable/more attractive and could be used for the purpose of development of brand awareness and customer retention.
Gaining awareness of products/services on social media followed by a purchasing decision and what affects a customer's purchasing decision	Figure 6. Social feedback cycle Figure 12. Buyer-readiness scale Figure 12. AIDA model	Recognising the factors that affect customers' choice in order to use this data to create an effective step-by-step action plan.
Hauskafe Oy related questions	Chapter 1.2. Case company introduction	It is especially important to know what customers value about Hauskafe Oy and how they would like to be approached on social media networks.

It has been decided that the survey is conducted partly online in a Webropol environment and partly on paper. The answers from paper versions are entered into a Webropol

environment and analysed together with those collected electronically. The authors of the survey tried to avoid closed questions that require yes/no answers for the purpose of gaining as much information as possible. Most of the questions have an open-ended option and use a scale to measure to what level respondents agree or disagree with the given statement.

As a sample, the customers and followers of Hauskafe Oy were selected. This survey was sent to around 200 people in electronic version and another 100 people in paper version and it had two language mutations, one was in English and one translated into Finnish. It was conducted in time period 25.4.2017 – 2.5.2017. From among these 300 respondents, 52 answers were received, which makes the success rate of 17%.

A Webropol environment provides tools for analysing the answers collected and these will be used for the purpose of gaining results from the answers to this survey. The results are analysed together with the results of benchmarking research method in Chapter 4.

### **3.2.1 Survey structure**

All questions from the survey are based on theory findings from Chapter 2 of this thesis. The decision is made to avoid too many background questions because the main variable affecting the behaviour of social media platforms users is age. Therefore age is the only background question.

Questions 2-5 are oriented towards Hauskafe Oy. The purpose of these questions is to gain awareness of how many customers actually know the brand, what they appreciate about it the most and what kind of information they would like to receive from Hauskafe Oy over social media.

Questions 6 and 7 aim at understanding which social media platforms are the most commonly used and how often people are using them. These questions aim to confirm the theory that among the most commonly used social networks are Facebook and Instagram and that people are using them more than once a day. The answer to these questions supports the premise of this thesis that Facebook and Instagram are the best channels to use in forming the social media marketing communication plan.

Questions 8-10 aim at understanding which businesses or services are engaging people on social media the most, in particular, which type of posts, and how people react to them, if at all. This information is important for the social media marketing communication strategy to be able to provide the most engaging kind of posts.

Questions 11-15 deal with the way people view brand, product or service via their social media presence and to what extent this affects their purchasing decision. These questions aim at collecting opinions of respondents about these topics.

### 3.2.2 Results of the survey

This sub-chapter deals with the results of the survey. It is divided into parts according to the topic of the questions.

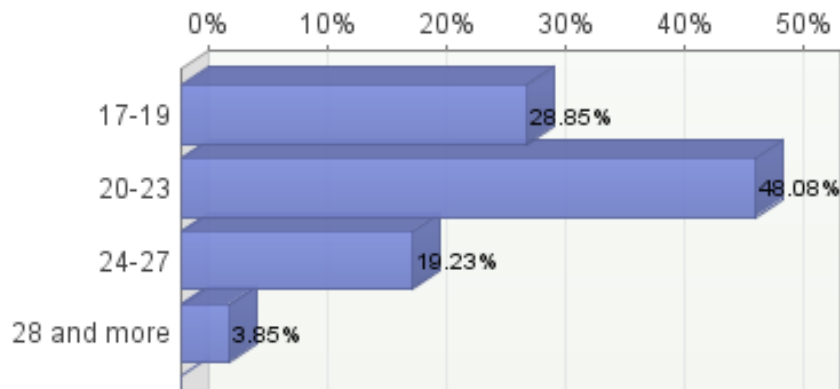


Figure 22. Age of respondents

As it was already mentioned, the survey was conducted among Hauskafe Oy customers and followers. Since the main target groups are young people and students, it also reflects on the age of respondents. The biggest group is between ages of 20 and 23 represented by 48%, followed by the group 17-19 with almost 29%. The representation decreases with older age groups and the oldest respondent was 36 years old.

### 3.2.3 Hauskafe Oy related questions

*Have you heard of Hauskafe Oy company?*

*How did you hear about Hauskafe Oy?*

*What do you like about Hauskafe Oy the most?*

*What kinds of themes and topics would you be interested in on Hauskafe's Oy social media?*

Almost 80% of respondents claim that they have heard of Hauskafe Oy. The 20% that answer they haven't heard can be explained e.g by a weak brand presence of Hauskafe Oy, meaning that people know there is a café where they go, but they do not pay attention to its name.

Almost 55% of respondents claim that they have heard of Hauskafe Oy by word-of-mouth, followed by 28% who respond that they have heard of it from social media (namely Facebook, Instagram and Twitter). The third highest represented answer is that they have heard about it due to its location. 10% of respondents choose this option.

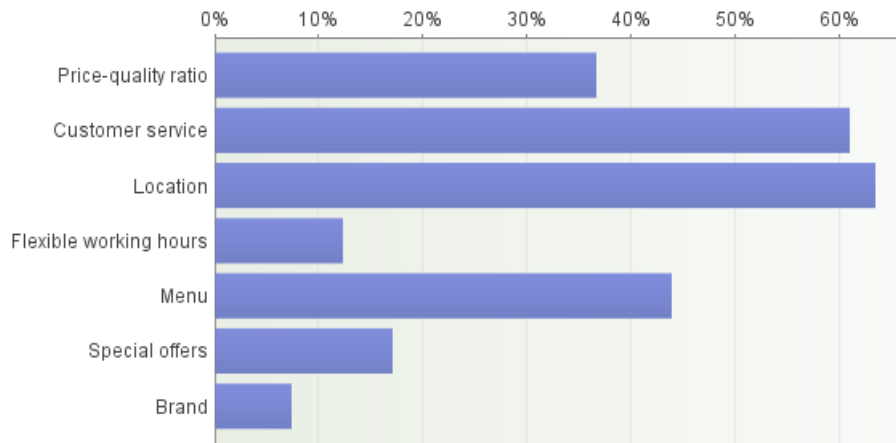


Figure 23. What respondents like the most about Hauskafe Oy

From Figure 23 it is seen that respondents say that what they like the most about Hauskafe Oy is the location. This confirms the assumption stated in Chapter 1.6, that the lack of cafés at Otaniemi area creates a demand for this kind of services.

Following are a customer service with 60% and a menu with 44%. Both of these features of Hauskafe Oy are what sets the company apart, the menu is set to fulfil the customer's needs and preferences and the owners of the company themselves work at the café making sure that the best customer service experience is presented to every single customer.

Only 38% respond that they like the price-quality ratio, which might mean that either the customers view the products as too expensive, or the quality as not too good. However, it can also mean that simply the location, customer service and menu are higher prioritised than the price or quality.

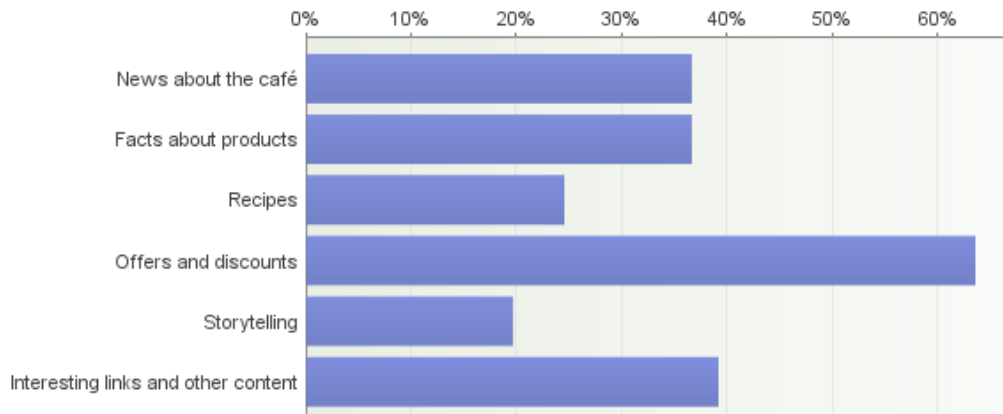


Figure 24. Topics respondents would be interested in receiving about Hauskafe Oy

The purpose of the question from Figure 24 is to get to know what would interest the respondents about Hauskafe Oy. The authors of this survey want to get an idea what would be the best or most popular kind of posts presented at their social media in the future. 63% of respondents answer that they would like to receive information about offers and discounts, followed by 39% interested in links and other content.

This means that other than promoting the product, Hauskafe Oy should also pay attention to creating an interesting content for its followers and fans. Following with 38% is news about the café and facts about the products. Hauskafe Oy could e.g. provide a list of allergens in their products online, and add some information about their products, like are they bio, made/ produced in Finland etc.

Only 19% would be interested in storytelling. This also means that the brand is not yet well established and customers perceive Hauskafe Oy more as just a café than a brand.

### 3.2.4 Social media related questions

*Which social media platforms do you use?*

*How often do you use social networks?*



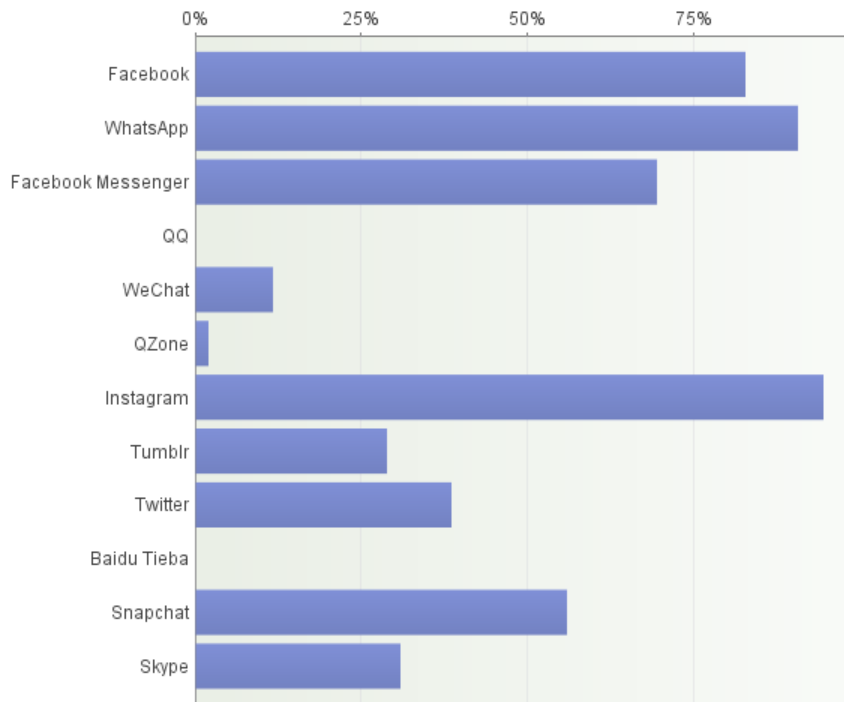


Figure 25. Social media platform's use as indicated by respondents

The assumption of this thesis that Facebook and Instagram are among the most commonly used social networks is confirmed in Figure 25. Almost 90% of respondents answer that they are using Instagram and 80% Facebook. Second place belongs to WhatsApp, which also offers great marketing opportunities, but is not the topic of this thesis and is not presented in the marketing communication plan. 70% of the respondents also answer that they are using Facebook Messenger, which is not a surprise as it is attached to the Facebook use.

For the future marketing activities of Hauskafe Oy, it is interesting to know the fact that 49% of respondents are using Snapchat and maybe Hauskafe Oy can think about implementing this social media platform into their marketing communication plan as well.

The power of social media is demonstrated by the fact that 95% of respondents answer that they are using these social media more than once a day and only 5% answer that they use it once a day. Not a single respondent claims to use social media less than once a day.

### 3.2.5 Brand engagement questions

*Do you engage with any businesses/brands on social media?*

*How do you engage with businesses/brands on social media?*

*What kinds of posts engage you the most?*

The majority of the respondents claim that they are engaging in some way with brands and businesses on social media. The percentage is as high as 87%. Among the brand mentioned are all the big local or global brands like Starbucks, H&M, Nike, Adidas, Apple and more. The industry followed the most is fashion with either individual brands like Zara, Converse or Marimekko, shopping sites like Zalando, or department stores like Sokos and Stockmann.

Many respondents also mention local news HS, Iltalehti or Iltasanomat and foreign ones like CNN. Also, many respondents engage with restaurants, hotels and travel companies. Mentioned are Hard Rock Café, Starbucks, Robert's Coffee, Tallink, Scandic etc. Many respondents also engage with celebrities and high on the list are also pages like 9GAG.

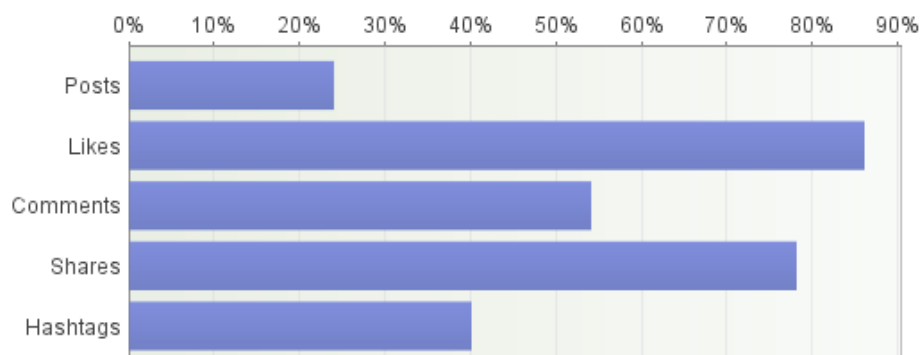


Figure 26. How respondents engage with brands on social media

The way people engage with brands, businesses and services is an important variable in the marketing strategy. As seen from Figure 26, 87% of respondents use likes. This is one of the lower engagement levels. Next are the shares with almost 80%, which is more important to any brand because of this way the message it is trying to send reaches more people as it spreads around on social media. The third most common engagement way are comments with 53% followed by hashtags with almost 40% and the last are the posts with 24%. As it is mentioned in Chapter 2.3 of this thesis, posts, comments and shares are the most desirable types of engagement that brands should aim for.

As for what engages the respondents the most, 69% choose pictures, 59% select videos and 48% choose offers. This result can be explained by the fact that Instagram is mostly based on sharing pictures and videos and since it is the most used social media network among the respondents, these numbers are not surprising. 41% of respondents choose articles and 38% answer links, which is content more oriented towards Facebook.

This only confirms that the content that businesses create has to be visual and also informative, and businesses should use more than one social media to build brand awareness and loyalty.

### **3.2.6 Brand awareness and purchasing decision questions**

*Have you ever bought or used products (services) that you gained awareness of on social media platforms?*

*Which of the following affects your purchasing decision the most?*

*Does social media marketing, in your opinion, affect your purchasing decisions?*

*Social media marketing has an effect on how I perceive a company and its products.*

*I am more inclined to purchase products from a company with visible and strong social media presence.*

The importance of social media and a good social media marketing plan is demonstrated by the fact that 95% of the respondents answer that they have purchased a product (or used a service) they had gained awareness of on social media platforms.

The results of this survey show that what affects the purchasing decision of these respondents the most are new offers with 33%, discounts with 23%, the brand itself and quality with 16%. These numbers connect to the followed businesses and brands that gain their audience from new offers and discounts. Many people follow and engage with them for exactly this reason. Only 4% of the respondents answer that their purchasing decision is affected by the company's story.

Further on, 93% of respondents believe that social media marketing strongly (61%), or somehow (32%) affects their purchasing decision.

91% of respondents strongly agree (48%) or agree (43%) that social media marketing has an effect on how they perceive the company and its products.

And finally, 90% of respondents strongly agree (51%) or agree (39%) that that are more inclined to purchase a product from a company with visible social media presence.

The results of the survey confirm the premise of this thesis that social media marketing communication plan is a crucial part of modern marketing activities and a company that wants to stay relevant cannot ignore them.

The next chapter provides an analytical view at the results of both methods.

## **4 Conclusions and recommendations**

This chapter consists of the key findings of the whole thesis. It also includes the project evaluation and the authors' reflection on learning.

### **4.1 Key findings**

Benchmarking and quantitative research, alongside with the theory research, conducted for this thesis project give the answers and recommendations for designing and implementing a social media marketing plan for Hauskafe Oy. This sub-chapter elaborates on specific social media marketing suggestions and steps that are based on the results of the selected methods supported by the implied theory.

Benchmarking and the conducted survey has proved that social media is crucial for businesses of any sizes as well as for the users who are willing to follow brands and stay informed (Coles 2014, 4-5). Hauskafe Oy as a young company has an opportunity to attract more customers and build brand awareness within a short time period with the help of social media.

Considering the best examples of the benchmarked companies and customers' opinions and habits, Hauskafe Oy designs and intends to implement social media marketing plan, which is the outcome of this thesis. The survey results suggest that 95% of respondents use social media more than once a day and 87% claim that they engage with brands on social media (Chapter 3.2.2). This suggests an absolute call for Hauskafe Oy to be actively present on social media, which has been stated as one of the objectives of the thesis.

As it is suggested in Chapter 2.6 it is important to start planning by identifying the target audience and selecting efficient social media channels for successful further targeting. Almost 50% of respondents are 20-23 years old and the other 45% are under 20 years old, which means that the survey results (Chapter 3.2.2) prove that Hauskafe's Oy target audience are young people and students.

For Hauskafe Oy it means that the content should be focused on what is interesting to the young generation, including student life, free time, hobbies, new trends and brands, café and restaurant culture. The most used social media platforms are proved to be Facebook and Instagram, the focus of this thesis, leading by WhatsApp which can not be relevantly analysed here due to the nature of the platform being a messenger rather than a network where one can post content and engage publicly (Statista, 2017a). Therefore, all the

content by Hauskafe Oy should be posted either on Facebook or Instagram profile, some of it can be posted on both. Pictures and videos are to be published on Instagram profile and redirected to a Facebook page as the settings suggest. Links, articles, texts, tips, polls, etc. should be posted on Facebook as this kind of content fits Facebook page format better.

The survey shows that Snapchat is quite popular among the respondents; Facebook and Instagram also feature the possibility to stream videos that stay available online for 24 hours. Snapchat's idea can be realised by Hauskafe Oy through Facebook or Instagram Stories, and that might bond the customers and the company, and most likely bring an added value to the customer relationship and loyalty. The suggested content for Stories should include lively shootings of preparations of salads and explain the perks of recipes or introduce new flavours of tea, or give life hacks on brewing good coffee, for example. The bottom line is that a video should be live and interesting so one would want to watch it till the end.

The content should not contain just the facts about the products or directly advertise it; it should rather be entertaining and bring new value to a customer. As it is clearly seen from Kitty's Diner analysis, people are interested in something current or catching, something they can talk about, and this can be current happenings or holidays, time of the year or breaking news. At the same time, this content should be somehow connected to Hauskafe Oy.

Alike the most liked Good Life Coffee's post about the upcoming summer and opportunity to get a better feeling of it with their drink (Figure 21), Hauskafe Oy can post pictures of drinks or food outside when the weather is calling for picnics or a hot drink inside when this is the most delicious way to get warm. In this approach, logical connections (weather - drinks, students – good lunch, holiday – themed sweets, etc.) should be obvious and naturally desirable by a customer.

As it is mentioned in Chapter 3.1.3, it is not recommended to post plain text since such dry post would unlikely catch anyone's eye. Any post by Hauskafe Oy, should it be a wishing to start a good day with a smile or invitation to a restaurant day, has to be supported by hashtags, a picture, a video or a link – it will increase chances of being noticed. Hashtags should support each and all posts as they play an important role in social media marketing when used properly.

Hauskafe Oy should tie up trending hashtags to itself and come up with own unique ones. Such hashtags used by Hauskafe Oy could be #Coffee #CoffeeOfTheDay #CoffeeLover #Cafe #WakeUpCoffee #WakeUpCakeUp #LunchTime #HauskaFe #HauskaKahvi and many others suitable for specific posts. Even though the theory and the results of the quantitative research contradict each other regarding the use of hashtags, it is still believed to be a “must have” in any social media post. At least one hashtag increases engagement by almost 13% (Chapter 2.3), and 40% Hauskafe’s Oy respondents have chosen hashtags as the main way of engaging with brands (Chapter 3.3.2).

According to theoretical research, Hauskafe Oy can benefit from cooperation with local celebrities or bloggers who can tag the location, share their experience, or simply mention Hauskafe Oy in any context. Such publishing is to be shared by Hauskafe Oy on Facebook and Instagram so people get inspired by the experience of others or follow the trends. Local bloggers and influencers Hauskafe Oy can cooperate with could be Linds Juhola @lindajuhola and Janne Naakka @jannenaakka.

Hauskafe Oy needs to encourage followers to react to the posted content by liking, commenting and sharing as it increases brand visibility and provides organic growth by attracting other potential customers (friends of friends on Facebook). This can be achieved by posting useful links such as tips, recipes, YouTube videos, and asking direct questions about people’s opinion on that. Thus, PTAT rate would grow and it would lead to attracting a larger audience.

Hauskafe Oy can also come up with some themed marketing campaigns, similar to Kitty’s Diner’s 7 sins. The theme can be anything, which is commonly known or current in the society, such as selling French bread during the week of the elections in France, or specific food or drinks according to the day of the year (International Nutella Day, World Pasta Day, etc.).

ChoFé and Kuppi ja Muffini examples showed that being just registered online does not mean that people will talk about you. These businesses have the lowest rate in posts, likes and PTAT due to the lack of their social media activity, meanwhile Kitty’s Diner and Good Life Coffee eagerly engage with customers both on Facebook and Instagram. Considering bad and good practices of the benchmarked companies Hauskafe Oy should avoid the examples of former two cafés and establish a strong presence online like Kitty’s Diner and Good Life Coffee.

Hauskafe Oy should constantly monitor customer engagement volume through the analytics tools like LikeAlyzer or Fanpage Karma and try to follow the suggestions of the analyses. As it is stated in Chapter 3.1.4, success on a Facebook page equals the engagement rate that is greater than 7%. To reach this number it is important to engage users with questions, asking for opinion, polls, offers and discounts, entertaining stories that people can share. Questions could be soft and inconspicuous, something like "...do you agree?", "...and what would you choose?", "...what do you think?", "...isn't it tasty?", etc. Potential replies as comments or shares would increase the engagement rate on both social media platforms.

At the same time, Hauskafe Oy should inspire the users to ask questions themselves. Usually, offers and discounts, vividly presented by still hiding some piece of information, motivate users to ask for more details, which also stimulates the engagement.

Hauskafe Oy should review the post's length before publishing it. Long posts are usually compared to boring posts, and the users are more likely not to even start reading them. All the posts should be informative, but concise. The text under a picture on Instagram should not also be too long, otherwise, it would require a user to click the "read more" line and the extended text will appear in a separate tab. The best length for an Instagram post is not measured by the number of words but by fitting on one screen under a picture or a video. (Lee 21 October 2014.)

The marketing plan has to provide precise figures and information on what should be achieved (goals) and by what means (channels, methods). The overview of steps for a social media marketing communication plan for Hauskafe Oy is designed based on the key findings of benchmarking and the quantitative research and presented in Table 5.

Table 5. Effective social media marketing plan steps overview

Steps	Hauskafe Oy
Understanding of current social media presence	Poor activity on social media, registered accounts exist but do not engage the users.
Setting a short-term objective (each month results)	Active customer engagement, increasing interest in marketer- and user-generated content measured in a number of likes, comments and shares.
Setting a long-term objective (6 months)	Customer engagement and brand awareness, sales growth, 1000 likes on Facebook, 1000 followers on Instagram.

Identifying target audience	Young people, students
Choosing social media channels	Facebook, Instagram
Determining key success principles	Sharing food-related articles from third party pages and profiles; updated information on the café/menu/activities whenever any changes happen; new offerings and discounts at least once in two weeks; healthy food recipes are posted every second week; visual photos and videos for every day posting; theme marketing campaigns according do the time of the posts or ongoing local happenings; motivational and engaging posts calling for participation, such as polls, surveys, giveaways; each month schedule for posts.
Designing content	Pictures of Hauskafe's Oy food and drinks, videos of the café related activities, staff and customers visual interviews, articles, news sharing discounts and offers.
Using social media management tools	Facebook page, Instagram insights tool, LikeAlyzer, Fanpage Karma.
Analysing and optimising	Facebook page, Instagram insights tool, LikeAlyzer, Fanpage Karma, feedback from customers.

## 4.2 Project evaluation

The authors of this thesis are also the owners of the case company Hauskafe Oy. The owners according to the need of the company to develop the marketing activities on social media conducted the research and analysis of the potential growth of Hauskafe Oy and its customer engagement. The outcome of the thesis is what the owners expected to achieve and are satisfied with. It presents the key findings and the actual 6 months social media marketing communication plan for further implementation. Facebook and Instagram have been proven to be the most popular social media networks, which are the main social media channels in the designed marketing plan.

The project started in the beginning of February 2017 with the desktop study on theoretical viewpoints that support the projecting of Hauskafe Oy's marketing plan. The



companies chosen for the next benchmarking part of the thesis are potential local competitors whose best practices were compared and taken into consideration. The results of benchmarking satisfied the authors as they got a very detailed picture of how Facebook and Instagram marketing works in reality.

The most interesting part of the thesis was a quantitative research in a form of a survey as it gave the new and better understanding of Hauskafe Oy's target audience. At the same time, it was challenging to provide significant motivation for the target audience to participate in the survey.

Designing the actual social media marketing plan was time-consuming but enjoyable as it includes very specific suggestions and examples based not just on the theoretical and methodological findings but also on a creative approach of the authors.

The thesis was written chapter by chapter in a logical sequence.

### **4.3 Reflection on learning**

In the process of writing the thesis, the authors developed new competencies in the field of social media marketing such as the use of social media analytics tools and designing a marketing plan. The authors also learned a lot about social media engagement and how it can be influenced.

As a result of theoretical research and methodological part, the authors proved the importance of social media marketing for businesses of all sizes.

Writing the thesis developed the authors' time-management skills as it required to multitask work, school and the project itself.

Also, the authors gained experience in an actual planning process needed for the successful outcome of this thesis.

## References

- Barysevich, A. 14 February 2017. 7 ways to use emojis in social media marketing. Social Media Today. URL: <http://www.socialmediatoday.com/social-networks/7-ways-use-emojis-social-media-marketing>. Accessed: 10 April 2017.
- Bawiki 2013. Benchmarking. URL: <http://www.bawiki.com/wiki/techniques/benchmarking/>. Accessed: 22 March 2017.
- Bilton, N. 2010. Instagram quickly passes 1 million users. New-York Times. URL: [https://bits.blogs.nytimes.com/2010/12/21/instagram-quickly-passes-1-million-users/?\\_r=0](https://bits.blogs.nytimes.com/2010/12/21/instagram-quickly-passes-1-million-users/?_r=0). Accessed: 10 April 2017.
- Bradley, N. 2007. Marketing Research: tools and techniques. Oxford University Press Inc., New York.
- Business Dictionary 2017a. Definition of social media. URL: <http://www.businessdictionary.com/definition/social-media.html>. Accessed 22 March 2017.
- Business Dictionary 2017b. Definition of benchmarking. URL: <http://www.businessdictionary.com/definition/benchmarking.html>. Accessed: 22 March 2017.
- Business Dictionary 2017c. Definition of a marketing plan. URL: <http://www.businessdictionary.com/definition/marketing-plan.html>. Accessed: 1 April 2017.
- Café Kuppi & Muffini 2017. Café in Helsinki. URL: [https://www.facebook.com/Cafe-KuppiMuffini-515148405215533/?hc\\_ref=SEARCH&fref=nf](https://www.facebook.com/Cafe-KuppiMuffini-515148405215533/?hc_ref=SEARCH&fref=nf). Accessed: 13 April 2017.
- Camp, R.C. 2006. Benchmarking: The search for industry best practices that lead to superior performance. Taylor & Francis. New York.
- Chofé 2017. Café in Helsinki. URL: <https://www.facebook.com/Chofe1/>. Accessed: 13 April 2017.
- Coles, L. 2014. Marketing with Social Media: 10 easy steps to success for business. John Wiley & Sons Australia. Milton Queensland.
- Digital Information World 2017. Global social media statistics for 2017. URL: <http://www.digitalinformationworld.com/2017/02/global-social-media-statistics.html>. Accessed: 17 April 2017.

- Evans, D. & McKee, J. 2010. *Social Media Marketing: the next generation of business engagement*. 1<sup>st</sup> ed. Wiley Publishing, Inc. Indianapolis.
- Facebook 2017a. URL: <https://newsroom.fb.com/products/>. Accessed: 22 March 2017.
- Facebook 2017b. Advertising on Facebook. URL: <https://www.facebook.com/ads/manager/creation/creation/?act=10201308146097054&pid=p1>. Accessed: 27 March 2017.
- Facebook Canvas 2017. Facebook Canvas. URL: <https://canvas.facebook.com>. Accessed: 23 March 2017.
- Facebook Investor Relations 2017. Facebook reports fourth quarter and full year 2016 results. URL: <https://investor.fb.com/investor-news/press-release-details/2017/facebook-Reports-Fourth-Quarter-and-Full-Year-2016-Results/default.aspx>. Accessed 21 March 2017.
- Fanpage Karma 2017. An online tool for social media analytics and monitoring. URL: <http://www.fanpagekarma.com>. Accessed: 27 April 2017.
- Fill, C. 2013. *Marketing Communications*. Sixth edition. Pearson Education. Harlow.
- Forbes 2014. The Top 10 Benefits of Social Media Marketing. URL: <https://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/2/#55ba216c743f>. Accessed 21 March 2017.
- Gerson, R. F. 1993. *Measuring Customer Satisfaction*. Crisp Publications Inc. Menlo Park.
- Given, L. M. 2008. *The Sage encyclopedia of qualitative research methods*. Sage Publications. Los Angeles.
- Good Life Coffee 2017. Café in Helsinki. URL: <https://www.facebook.com/goodlifecoffee/>. Accessed: 13 April 2017.
- Hitz, L. 16 December 2015. 5 Instagram stats you should pay attention to now. Simply Measured. URL: <http://simplymeasured.com/blog/5-instagram-stats-you-should-pay-attention-to-now/#sm.0000mvs03qr68e6xysf1pv9835no5>. Accessed: 10 April 2017.
- Hutchinson, A. 21 March 2017. Top social network demographics 2017. Social Media Today. URL: <http://www.socialmediatoday.com/social-networks/top-social-network-demographics-2017-infographic>. Accessed: 12 April 2017.

Instagram 2017. URL: <https://www.instagram.com/about/us/>. Accessed: 23 March 2017.

Instagram Business 2017. URL: <https://business.instagram.com>. Accessed: 2 May 2017.

Kirkpatrick, D. 2010. *The Facebook Effect: The inside story of the company that is connecting the world*. Simon & Schuster Paperbacks. New York.

Kitty's Milkshake Bar 12 April 2017. Facebook photo. URL: <https://www.facebook.com/kittysmilkshakebar/photos/a.224193061289919.1073741828.215348172174408/418511048524785/?type=3&theater>. Accessed: 13 April 2017.

Kitty's Milkshake Bar 2017. Ice cream shop in Helsinki. URL: <https://www.facebook.com/kittysmilkshakebar>. Accessed: 13 April 2017.

Kitty's Milkshake Bar 7 March 2017. Facebook photo. URL: <https://www.facebook.com/kittysmilkshakebar/photos/a.224193061289919.1073741828.215348172174408/400262177016339/?type=3&theater>. Accessed: 13 April 2017.

Kotler, P., Armstrong, G., Harris, L. & Piercy, N. 2013. *Principles of Marketing*. 6<sup>th</sup> European Edition. Pearson Education. Harlow.

Kozak, M. 2003. *Destination Benchmarking: concepts, practices and operations*. CABI. Wallingford.

Lee, K. 21 October 2014. Infographic: the optimal length for every social media update and more. Buffer Social. URL: <https://blog.bufferapp.com/optimal-length-social-media>. Accessed: 2 May 2017.

Likealyzer 2017. A free Facebook marketing tool for your business. URL: <http://www.likealyzer.com>. Accessed: 27 April 2017.

Management Study Guide 2017. Desk Research – Methodology and Techniques. URL: <http://www.managementstudyguide.com/desk-research.htm>. Accessed: 22 March 2017.

National Geographic 4 April 2017. Photo by Cristina Mittermeier. Instagram photo @natgeo. URL: <https://www.instagram.com/p/BSd5W4eDtEg/?taken-by=natgeo>. Accessed: 10 April 2017.

Pick, T. 19 January 2016. 47 superb social media marketing stats and facts. Business 2 Community. URL: <http://www.business2community.com/social-media/47-superb-social-media-marketing-stats-facts-01431126#Qg5pYZggE1G0mXJj.97>. Accessed: 1 April 2017.

Punch, Keith F. 2003. Survey Research. SAGE publications. London.

Robert's Coffee 7 February 2017. Koirat ovat tervetulleita. Instagram photo. URL: <https://www.instagram.com/p/BQNS7BnFWMF/?taken-by=robertscoffee>. Accessed: 10 April 2017.

Ruohiainen, L. 2016. 101 Facebook Marketing Tips and Strategies for small businesses. CreateSpace Independent Publishing Platform. URL: [http://www.socialmediaseminar.co/wp-content/uploads/2016/02/101-Facebook-Marketing-Tips-and-Strategies-for-Small-Businesses\\_Secured\\_60\\_pages.pdf](http://www.socialmediaseminar.co/wp-content/uploads/2016/02/101-Facebook-Marketing-Tips-and-Strategies-for-Small-Businesses_Secured_60_pages.pdf). Accessed: 23 March 2017.

Smart Insights 2017. 10 most followed brands on Instagram. URL: <http://www.smartinsights.com/social-media-marketing/instagram-marketing/10-followed-brands-instagram/>. Accessed: 1 April 2017.

Smith K. 6 May 2016. 37 Instagram statistics for 2016. Brandwatch. URL: <https://www.brandwatch.com/blog/37-instagram-stats-2016/>. Accessed: 23 March 2017.

Smith, K. 12 May 2016. Marketing: 47 Facebook statistics for 2016. Brandwatch. URL: <https://www.brandwatch.com/blog/47-facebook-statistics-2016/>. Accessed: 23 March 2017.

Socialbakers 2017. Facebook statistics directory. URL: <https://www.socialbakers.com/statistics/facebook/>. Accessed 21 March 2017.

Sproutsocial 2017. 7 Instagram Best Practices to Build Your Audience. URL: <http://sproutsocial.com/insights/instagram-best-practices/>. Accessed: 22 March 2017.

Statista 2017a. Most famous social media network sites worldwide as of April 2017 ranked by number of active users. URL: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>. Accessed: 22 March 2017.

Statista 2017b. Number of social media users worldwide from 2010 to 2020. URL: <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>. Accessed: 22 March 2017.

Stelzner, M. A. 2016. 2016 social media marketing report. Social Media Examiner. URL: <https://www.socialmediaexaminer.com/wp->

content/uploads/2016/05/SocialMediaMarketingIndustryReport2016.pdf. Accessed: 13 April 2017.

Tilastokeskus 2016. Yliopistotutkintojen määrät kasvoivat edellisvuodesta. URL: [http://www.stat.fi/til/yop/2015/yop\\_2015\\_2016-05-10\\_tie\\_001\\_fi.html](http://www.stat.fi/til/yop/2015/yop_2015_2016-05-10_tie_001_fi.html). Accessed: 21 March 2017.

Tuten, T. & Solomon, M. 2013. Social Media Marketing. Pearson Education International. Upper Saddle River.

## Appendices

### Appendix 1. Survey questionnaire

#### Brands on Social Networks

1. Age:

---

2. Have you heard of Hauskafe company?

Yes

No

3. How did you hear about Hauskafe? Choose one option:

Website

Social media (Facebook, Instagram, Twitter)

Word-of-mouth

TV, radio

Newspapers, articles

Other (please, specify):

---

4. What do you like about Hauskafe the most? Choose max. 3 options:

Price-quality ratio

Customer service

Location

Flexible working hours

Menu

Special offers

Brand

Other (please, specify):

---

6. What kinds of themes and topics would you be interested in on Hauskafé's social media?

News about the café

Facts about products

Recipes

Offers and discounts

Storytelling

Interesting links and other content

Other (please, specify):

---

6. Which social media platforms do you use? Choose all that apply:

Facebook

WhatsApp

Facebook Messenger

QQ

WeChat

QZone

Instagram

Tumblr

Twitter

Baidu Tieba

Snapchat

Skype

Sina Weibo

Viber

LINE

Pinterest

Yy

LinkedIn

BBM

Telegram

V Kontakte

Kakaotalk



7. How often do you use social networks? Select one option:

- More than once a day
- Once a day
- More than once a week
- Once a week
- Less than once a week

8. Do you engage with any businesses/brands on social media?

Yes (please, specify):

\_\_\_\_\_

No

9. How do you engage with businesses/brands on social media? Choose all that apply:

- Posts
- Likes
- Comments
- Shares
- Hashtags

Other (please, specify):

\_\_\_\_\_

10. What kinds of posts engage you the most? Select max. 3 options:

- Photos
- Videos
- Texts
- Links

Articles

Tips

Surveys

Offers

Other (please, specify):

---

11. Have you ever bought or used products (services) that you gained awareness of on social media platforms?

Yes

No

12. Which of the following affects your purchasing decision the most?

The brand itself

New offers

Discounts

Quality

The company story

Reviews

Other (please, specify):

---

13. Does social media marketing, in your opinion, affect your purchasing decisions?

Affects a lot

Somewhat affects

Does not affect at all

14. Social media marketing has an effect on how I perceive a company and its products.

- Strongly agree
- Agree
- Disagree
- Strongly disagree

15. I am more inclined to purchase products from a company with visible and strong social media presence.

- Strongly agree
- Agree
- Disagree
- Strongly disagree

## **Appendix 2. Social media marketing communication plan for Hauskafe Oy**

A social media marketing communication plan, as an outcome of this thesis, can be found on the next page. It provides suggestions for marketing activities on Facebook and Instagram, posting schedule and other relevant information.

# **Social Media Marketing Communication Plan**

**Hauskafe Oy**

**Jan Franko**

**Aleksandra Uzunova**

## **Introduction**

The purpose of this marketing plan is to provide guidelines for Hauskafe Oy on using Facebook and Instagram as the main channels for their marketing activities on social media. These two social media platforms are the most commonly used ones and provide the best option for the purpose of Hauskafe Oy.

This plan is for the period of 6 months starting 1.9.2017 and ending at the end of February. It does not include manual for using these social media platforms, nor deals with any other social media or other marketing channels.

This plan also excludes everything related to paid advertisement due to the limited budget that Hauskafe Oy operates with at this moment. However, in the future, it is suggested to implement some forms of paid advertisement into Hauskafe's Oy marketing plan since they are a great way how to extend the visibility for very reasonable costs. Due to above-mentioned facts, this plan only proposes the marketing activities based on organic reach.

## **Timing**

The effect of proper timing is crucial in a good social media campaign. The best times for posting any kind of posts is when people are using the social media the most. These times are usually in the morning (before work), during the lunch time and after work. Due to the nature of Hauskafe's Oy operations, it is suggested to take into consideration the nature of the post.

Posts that are aiming at morning crowd that wishes to grab a fast cup of coffee would have different timing than lunch crowd and after work one.

The suggestion is to post posts aimed at morning customers between 7-7:30. These posts are mostly about coffee, morning, waking up etc.

Posts that are oriented towards the lunch crowd and therefore deal with food-related topics are to be posted between 10:30-11:30.

Any other posts, e.g. content-related ones, company introduction and engagement ones or special events are posted after 15:30-16:30.

Following these times Hauskafe Oy ensures reaching the target group for each post the best. These times are mostly aimed at Facebook posting, for Instagram the time schedule is not as strict. However, by following the same guidelines Hauskafe Oy engages their followers and fans on both platforms, since they may overlap only to a certain level, and many can be unique and specific for each platform.

### **Mobile platform compatibility**

According to Marketingland.com, in December 2015 over 60% of social media accessed were from smartphones. This indicates that people are using the social media platforms “on the go”. For this reason, authors of this plan suggest that Hauskafe Oy ensures that every post, especially those with video or link, are compatible with the mobile device view. This means that if the post includes an image, it should be fully visible also on the mobile device. The same goes for video e.g. in connection with the orientation, quality and compatibility.

When the post consists of added link, the same as above applies. The link should be fully visible with a thumbnail (if available) not truncated.

### **Length of the posts**

The length of the post plays also an important role in any social media marketing strategy. Hauskafe Oy should ensure that the post is generally between 80 and 160 characters. Studies have proved that longer posts attract less attention than to the point posts.

Another aspect lays in the use of mobile devices. Often the post of average length that seems fine on a desktop device can appear truncated on a mobile device, showing only dots and text “show more”. Generally, people tend to ignore the rest of the message and there lays a risk of them missing some crucial part of the marketing message that Hauskafe Oy wants to promote or distribute.

Posts should also be to the point and follow certain guidelines that this plan sums up in later sub-chapter.

### **Frequency of the posts**

Frequency is another important variable that needs to be taken into account in the social media marketing strategy. It is crucial to find a balance between posting too seldom and

posting too much as to not annoy users. Recommended frequency is between 4-7 times a week. This frequency depends also on the type of post. It is perfectly fine to post some product-related post and later the same day post some post that is more content-related, promotes some event or tells a story about the company. Posting too many product-related posts can turn out to be counterproductive as it might appear to consumers as pushing the product on them too actively.

However, posting an interesting article can show the value that following the brand has for any potential customer.

It is suggested to use common sense and sensitivity, but also keep the posts to one per day for a product-related post and 4 posts a week for other content, unless some specific campaign is running that requires more frequent contact with the audience.

### **Facebook versus Instagram posts**

Each of the platforms, Facebook and Instagram, have their specific guidelines for posting and from the nature of each also unique types of post are required. Facebook posts have generally more options of what to post. This plan deals with the specific posts later on. For Instagram, the posts are always image or video.

Generally, Facebook post with attractive image or video can be reposted also on Instagram. However, posts that are more content-based are not suited for Instagram. Hauskafe Oy should keep this in mind and always revise and ensure that only the proper posts are posted to each of these social media platforms.

### **Instagram posts**

Since words do not play a major role in a case of Instagram, the main purpose of an Instagram post is to provide an image that is engaging and visually pleasing. Even Instagram image can provide content, for instance when sharing an image of staff at Hauskafe Oy preparing the daily menu, a picture of the actual menu, atmosphere of some events or image that can work as a call to action, e.g. with some competitions etc.

The quality of the visual material (image or video) should be such as to catch the interest. This can be reached by providing material of high visual quality, funny content, or something interesting that catches people's eye.



It is recommended to also not use solely single picture, but a combination of two or more, maybe mastered into a collage or interesting pattern. There are many online programs that are free of charge and provide an easy help for creating this kind of posts.

It is often good to make the image funny, picturing something unexpected, or intentionally out of context for a café business, but still catching the attention and making the audience want to comment, share or like.



Figure 1. An example of a funny Instagram post for Hauskafe Oy

Above (Figure 1) is one example of such image. Maybe not the best quality itself, but it humours people and makes them perceive the brand as something maybe then associate with better as not a serious place, but café where they can come and have fun.

## Posts

For the purpose of this social media marketing plan, the posts are divided into 3 groups depending on what their purpose is. There are posts that inform, posts that engage and posts that create content. In the following sub-chapters, this plan deals with each of these groups individually. Each group also includes examples of how these posts could look like. Due to the nature of Instagram and Facebook and the difference between them discussed above, these are mostly oriented towards Facebook.

The posts that attract the most attention pose a question, use a number in the title, use emotionally coloured words (amazing, unbelievable, shocking etc.).

Some of the examples could be:

*5 health benefits of coffee you never heard of.*

*Did you know you most people drink their tea wrong?*

*Café in Espoo you simply cannot miss.*

However, these are only examples and are suggested to use with common sense as not to overuse and create opposite effect.

### **Informative posts**

The purpose of these posts is to inform about the product. They could also be called product-oriented content. Such posts present the product or the offering and so it is important that they include a realistic image of the product with a lot of relevant information. Again, Hauskafe Oy has to be beware not to overflow their audience with too much information.



Figure 2. An example of informative post for Hauskafe Oy

An example of such post is seen above (Figure 2). This post has just a bit over the suggested amount of characters, but as seen, it does not get truncated even on mobile device. It shows the menu for a day at Hauskafe Oy, informs the audience about what is the food of a day and also about the fact that for people with specific allergies there is lactose-free and gluten-free version.

The images are relatively good quality and the collage makes it more pleasing and colourful than only a single image would be. Also, at the end of the text, there is included so-called “call to action”. This is usually some kind of text, urging the audience to get to know more, visit the web page or take part. For the purpose of this example it is included in the text, but when posting on Facebook a paid advertisement, it can be an actual button that upon clicking will guide the interested person to the destination website.

In this context, it is important to mention that when attaching this destination website to the call to action button, it has to be relevant to the actual promotion or action. This means that most probably the website that would open upon clicking the button would show the location, opening hours, map and other contact information.

Also to mention at this example post is the use of emojis and hashtags. Emojis are a sensitive issue in the posts. Generally, they should not be overused, but using the basic ones from time to time suggests that the company and people representing it are warm and likeable.

Hashtags are a useful tool to use for posts. It is suggested to use always at least some hashtags because they increase the chances of getting noticed. Hashtags categorise the content phrase-wise, making it easier to search any topic of interest.



Figure 3. An example of informative post for Hauskafe Oy

Another example is presented above (Figure 3). This one is interesting for various reasons. First of all, it asks a question. This is a good way to engage the audience because they feel like the question is directed at them. Especially when the post reacts to a current topic, as in this case the cold spring in Finland.

That is another thing that makes this post interesting. Including the current events in the posts always get better reactions from the audience. This post is actually somewhere between the informative and engaging group of posts, but since the engagement is not as direct as in the following group, the authors decided to put it here.

To mention one more thing, this image talks about the cold weather, but looking at it and its colours makes the audience warm and cosy. Getting to know the theory behind colours is also something Hauskafe Oy can operate with. Because the purpose of this post is not to over-inform, only a single and simple image is sufficient. The post is once again short and to the point, one basic emoji and hashtags are included.



Figure 4. An example of an informative post for Hauskafe Oy

The last example from informative posts is seen from Figure 4. Letting people know who stands behind the brand or company creates a connection between a customer and the company. This kind of posts could be posted a few times a month.

### **Engaging posts**

Another group of posts is engaging posts. While informative posts are to inform, these, as the name suggests, are aiming at engaging the followers or fans into activities directed towards the brand, or at the purchasing cycle.

This group consists of posts that have to be managed even more carefully than the previous group because these are the most sensitive ones, too many of these and fans can get tired of too much activity. Also, quite often, they are aimed at some discounts, competitions, or similar engaging activities that can be quite costly for the business, especially the size of Hauskafe Oy, when running too often.



Figure 5. An example of an engaging post for Hauskafe Oy

A good example of an engaging post is Figure 5. It asks the audience questions and provides an incentive for people to comment and engage, maybe also share with others who might not necessarily be fans or followers of Hauskafe Oy yet. This is a kind of post that does not even cost the company anything, however, gives its customers a chance to be included in a decision process concerning the offering.

As Hauskafe Oy normally serves more than one blend of coffee, it would be a good idea to get customer feedback on which one is their favourite. By making it the coffee of the month it gives Hauskafe Oy a chance to plan ahead their purchasing decisions and people will come to have a cup of their favourite coffee blend.

Also, since the taste of customers can change with the seasons, this kind of post can be repeated and applied also to the tea selection and food menu. That way it is ensured that customers always get what they prefer and are happy.

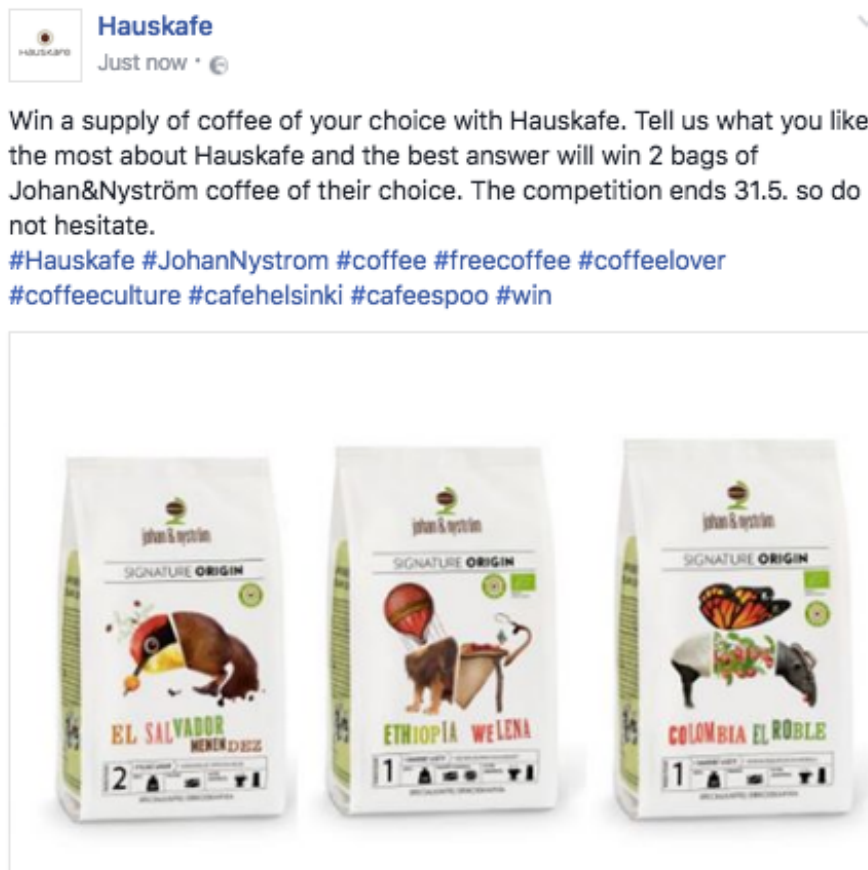


Figure 6. An example of an engaging post for Hauskafe Oy

Another good example for engaging posts is to create some kind of competition. Figure 6 demonstrates such an example. This post serves a similar purpose as Figure 5. The idea is to get people commenting, liking and at the same time sharing their experience of what they like about Hauskafe Oy. Calling for the best answer also boosts the creativity and the actual prize is a low cost for the company, since the cost of the coffee bags does not exceed e.g. price of the paid advertisement run for a couple of days. This way Hauskafe Oy can get similar exposure and by running campaigns as this creates brand loyalty.

By asking what people like the most makes them actually consider the aspects of the business and think about some specific parts of it that might be otherwise overlooked.



Figure 7. An example of an engaging post for Hauskafe Oy

Since Hauskafe Oy is not only a café but also a co-working space, they could also run a post as seen from Figure 7.

The purpose of this post is to spread awareness of the brand and to get more people to come, hoping that once they come and have a good time, they will come again. Once again, the cost is almost nothing (cost of one cup of coffee) and what can be gained this way are new customers at the least.

### **Content creating posts**

Content plays an important role in social media marketing strategy. The company cannot base their social media marketing solely on promoting its product but has to provide its audience with some product-related content as well. The content should be interesting for people to read and trustful for them to actually learn from it, or gain some interesting information. This is the added value of the social media marketing.



The content can be interesting blogs, articles, infographics and much more. This kind of posts, together with the informative ones are suggested as the most common ones for Hauskafe Oy strategy.



Figure 8. An example of an informative post for Hauskafe Oy

Figure 8 shows an example of an informative post. It fulfils the criteria of a good post already discussed before. What it has as an extra value is the interesting article that makes people want to click at and read.

Here it is crucial to mention the importance of making every post compatible also for the mobile device. A relevant source (in this case The Telegraph) plays an important role. Sharing some doubtful or questionable source or the information would make the audience question also the company.

It is important to make sure that any shared article does not lead to competition café or similar place. It is also recommended that Hauskafe Oy finds certain trustful pages that

provide content relevant to Hauskafe Oy customers and they can then share the content from these. It can also lead to mutually beneficial cooperation in the future.



Figure 9. An example of an informative post for Hauskafe Oy

Another good example of an informative post is Figure 9. It shows a blog post or any other article that has already been published about Hauskafe Oy. Especially if the article pictures the company in the bright light, it is recommended to share this with their audience. However, Hauskafe Oy should be again careful not to overdo with these kinds of posts since they are not creating content per se, but are a form of product presentation.

## Events

Last kind of posts that this plan recommends for Hauskafe Oy are the event invites. Hauskafe Oy has a history and tendency to be not only café but also a culture hub. Getting people informed about events is a good way how to spread awareness of upcoming ones.

When there are some bigger events coming up, it is good to start planning a longer time ahead as to get an estimate of how many people might be attending and adjust the whole event and possibly budget to that. The number of attendees on social media cannot be

taken as a fully relevant number, but it provides an idea to what level people are interested in the given event. This applies mostly to free events.

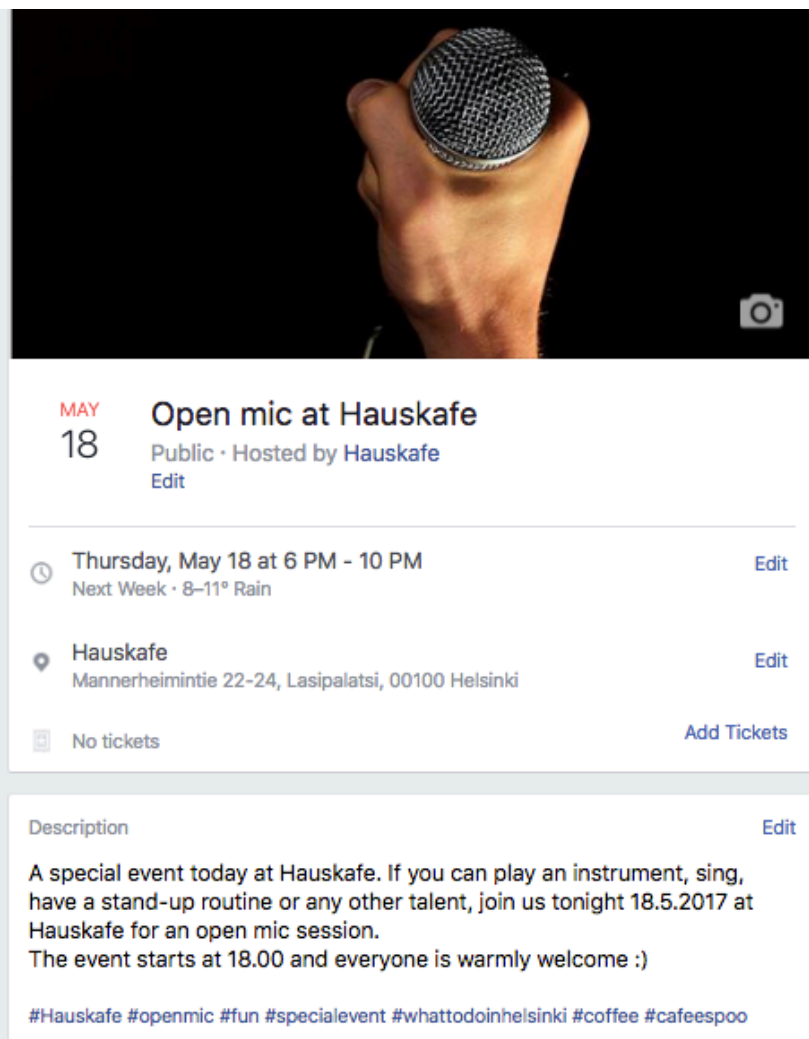


Figure 10. An example of an event page for Hauskafe Oy

Above is an example how the event page could look like (Figure 10). Generally, it falls under the same criteria as all posts from previous groups.

## Calendar

Below is the monthly schedule for posting on Instagram and Facebook with the plan for each day's posts.

SEPTEMBER 2017	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>Week 35</b>					1 Café and team introduction. Pictures and links.	2 Promoting Hauskafe's drinks.	3 Promoting Hauskafe's salads and sandwiches.
<b>Week 36</b>	4 Motivational wake-up photo with coffee/breakfast. Wishing for the day and the week.	5 International Bacon Day - a link to Youtube video of recipes including bacon.	6 Call for action - "follow us on Instagram" post.	7 Autumn activities in Finland. Articles, discussion.	8 Healthy sandwich recipes.	9 Share of an influencer's or a blogger's post. Discussion.	10 Autumn colors and Hauskafe interior.
<b>Week 37</b>	11 Advertising of Hauskafe menu.	12 YouTube video - history of coffee.	13 Fortune Cookie Day - brief history. Cookies can be found in Hauskafe only today. Instagram Story about finding out the fortune in a cookie.	14 Giveaway.	15 Instagram story's live video. Streaming a salad preparation.	16 Why Hauskafe and not other cafes. Hauskafe's specialties.	17 Healthy salad recipes.
<b>Week 38</b>	18 Morning motivation - picture, text.	19 Advertising Hauskafe catering services.	20 Article about vegetables. Pictures, discussion.	21 New tea flavour. Pictures.	22 Wishing a fun weekend - YouTube video.	23 Promoting Hauskafe's pastry.	24 Sharing content posted by the customers.
<b>Week 39</b>	25 Morning motivation - video.	26 Article about Finnish schools and cafeterias. Discussion. Pictures, links.	27 Picture of happy customers. Their story.	28 Healthy salad recipes.	29 International Coffee Day - announcement of super special coffee offers due to the date, supported by an article and pictures.	30 Promoting Hauskafe's paninis.	

OCTOBER 2017	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 39							1 World Vegetarian Day - asking opinion on the topic, engaging public into discussion. Links to articles and relevant literature.
Week 40	2 Morning motivation - picture, text.	3 Healthy sandwich recipes.	4 Share of an influencer's or a blogger's post. Discussion.	5 Facebook live video - the rainy weather VS hot drinks	6 Article about coffee culture in Finland and abroad.	7 Quiz about Hauskafe, the winner gets the lunch for free in return for participation and post share.	8 Call for action - like and share Hauskafe's posts and get a free cookie alongside with your hot drink.
Week 41	9 Motivational wake-up photo with coffee/breakfast. Wishing for the day and the week.	10 World Porridge Day. Discussion on how you start your morning. Pictures and recipes.	11 Call for action - "follow us on Instagram" post.	12 Healthy salad recipes.	13 Tips on what to do this weekend. With a cup of coffee to go.	14 Article - Top 10 activities for young people in the capital area.	15 Promoting Hauskafe's sweets.
Week 42	16 Snow time. Getting warm with the delicious hot drinks. Text and pictures.	17 Instagram story's live video. Streaming a sandwich preparation.	18 Morning motivation - picture, text.	19 Picture of happy customers. Their story.	20 Wishing a fun weekend - YouTube video.	21 Pizza recipes. Article.	22 Sharing content posted by the customers.
Week 43	23 Morning motivation - picture, text.	24 Promoting Hauskafe's lunch menu.	25 World Pasta Day. Article.	26 Panini recipes.	27 Instagram story's live video. Streaming coffee preparation.	28 Promoting Hauskafe's drinks.	29 Giveaway.
Week 44	30 Advertising of Hauskafe menu.	31 Hauskafe Team. Facts, stories, experience. Text and picture.					

NOVEMBER 2017	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 44			1 World Vegan Day. Article. Only vegan food today. Pictures, Instagram stories. Facebook live videos.	2 Promoting Hauskafé's autumn menu.	3 Instagram Story - tips for breakfast.	4 Weather related post, promotion of hot drinks and the café atmosphere.	5 Sharing content posted by the customers.
Week 45	6 Share of an influencer's or a blogger's post. Discussion.	7 Giveaway.	8 Finnish cuisine. Article.	9 Tips on beautiful spots in the city - where to take your coffee to go. Pictures.	10 New coffee arrival - pictures and live videos.	11 Healthy salad recipes.	12 Father's Day. Promoting a free cup of coffee for all the fathers today.
Week 46	13 Morning motivation - picture, text.	14 Promoting Hauskafé's drinks.	15 Instagram story's live video. Streaming Hauskafé's stuff.	16 Promoting Hauskafé's lunch menu.	17 Home-made Bread Day - free tasting of Fazer bread in the event of any kind of purchase in Hauskafé.	18 Call for action - "follow us on Instagram" post.	19 Instagram story - pictures from the Bread Day.
Week 47	20 Facebook live video - streaming the early birds in the café.	21 Healthy sandwich recipes.	22 Picture of happy customers. Their story.	23 Panini recipes.	24 Wishing a fun weekend - YouTube video.	25 Weekend breakfast recipes.	26 Facebook live video - the snowy weather VS hot drinks
Week 48	27 Morning motivation - picture, text.	28 French Toast Day. Promoting the offer of the day - french toasts.	29 Call for action - do you like our content on social media, what would change or add? Share your opinion and ideas.	30 Advertising Hauskafé catering services.			

DECEMBER 2017	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2	3
Week 48					December calendar activities in Helsinki.	Share of an influencer's or a blogger's post. Discussion.	Sharing content posted by the customers.
	4	5	6	7	8	9	10
Week 49	Cookie Day	Picture of happy customers. Their story.	Independence Day	Facebook live video - streaming the updated Hauskafe's menu.	Wishing a fun weekend - YouTube video.	Call for action - "follow us on Instagram" post.	Instagram story's live video. Streaming coffee preparation.
	11	12	13	14	15	16	17
Week 50	Morning motivation - picture, text.	Promoting Hauskafe's pastry.	A poll and discussion about preferred drinks and food in winter. Supported by an article.	Giveaway.	International Tea Day. Article. Instagram story's live video - streaming the tea collection.	Panini recipes.	Promoting Hauskafe's Christmas menu.
	18	19	20	21	22	23	24
Week 51	Morning motivation - picture, text.	Text and pictures - creating Christmas mood.	Hauskafe Team is ready for Christmas, are you? Pictures and live videos.	Text and pictures - creating Christmas mood.	Video - creating Christmas mood.	Text and pictures - creating Christmas mood.	Christmas Eve, Christmas post - wishings. Pictures.
	25	26	27	28	29	30	31
Week 52	Christmas Day, post - wishings. Pictures.	Tips on how to spend the holidays in the city.	Discussion about the passing year of 2017. Hauskafe's achievements. Sharing experience.	Discussion about the passing year of 2017. Hauskafe's achievements. Sharing experience.	How do you spend your holidays? Call for action - come enjoy Christmas and New Year atmosphere in Hauskafe.	New Year is coming, New Year preparations, bucket lists. Articles.	Happy New Year wishings. Text and pictures.

JANUARY 2018		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1		2	3	4	5	6	7
Week 1	8	9	10	11	12	13	14	15
Week 2	16	17	18	19	20	21	22	23
Week 3	24	25	26	27	28	29	30	31
Week 4								
Week 5								



<b>FEBRUARY 2018</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>
				1	2	3	4
<b>Week 5</b>				Healthy salad recipes.	Wishing a fun weekend - YouTube video.	Sharing content posted by the customers.	Winter and coffee pictures - come get warm here!
	5	6	7	8	9	10	11
<b>Week 6</b>	World Nutella Day. Article, pictures. Promoting Nutella pancakes as a day offer.	Healthy sandwich recipes.	Promoting Hauskafe's drinks.	National Potato Lover's Day. Promoting potato salads - the offer of the day.	Share of an influencer's or a blogger's post. Discussion.	Article - cafe culture in Finland.	Sharing content posted by the customers.
	12	13	14	15	16	17	18
<b>Week 7</b>	Morning motivation - picture, text.	Promoting Hauskafe's lunch menu.	Saint Valentine's Day. Promoting love and heart-shaped cookies. Buy 2, pay for 1 (coffee related discounts). Pictures.	Panini recipes.	Wishing a fun weekend - YouTube video.	Healthy salad recipes.	Call for action - "follow us on Instagram" post.
	19	20	21	22	23	24	25
<b>Week 8</b>	Advertising of Hauskafe menu.	Cherry Pie Day. Promoting cherry pie - the offer of the day.	Sharing content posted by the customers.	Picture of happy customers. Their story.	Tips on what to do this weekend. With a cup of coffee to go.	Quiz about Hauskafe, the winner gets the lunch for free in return for participation and post share.	Why Hauskafe and not other cafes. Hauskafe's specialties.
	26	27	28				
<b>Week 9</b>	Morning motivation - picture, text.	New tea flavour. Pictures.	Giveaway.				