

# Launching a Social Media Presence via a Digital Marketing Plan

## Case: Odessa Comptoir

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<p>Social media as a digital communications and marketing tool for new businesses is a cost-effective and useful way to reach audiences. Professional social media pages can be used as a form of direct communication with the customer, a visual representation of the company and can serve as advertising channels.</p> <p>This is a project based thesis for a new restaurant, Odessa Comptoir. The objective is to launch a social media presence for the company via a digital marketing plan. To do so successfully, the thesis included important elements from developing a brand and visual identity based on the company's core values, to situational and environmental analysis as well as creating the actual digital marketing plan itself. The social media campaign is launched during the project and the results are measured.</p> <p>This project was implemented in the spring of 2017 in Lyon, France, where the restaurant is located. The campaign was launched in French and for the purpose of this thesis has been analysed in English. Odessa Comptoir has a strong identity and the social media pages reflect that. The Facebook and Instagram pages, as a result of this project are launched and have gained a modest following. The digital marketing plan will serve as a template for future campaigns as the company grows in notoriety.</p>	
<b>Keywords</b> Digital marketing, social media, brand identity, SOSTAC model, communications plan	

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# 1 Introduction

Launching a successful online presence in current day, 2017, is no small task. Whether it be for personal or professional use, social media as an online tool, allows users to share experiences, message friends, promote businesses etc. Social media, is without a doubt, the most used online digital marketing tool for businesses. In order to stand out and appeal to browsers, social media pages needs to reflect the company values in a way that is concise and engaging, all the while bringing something new to the table. The question of whether or not companies should be present on social media is no longer valid, but more so, *how much* they use them in accordance to their communication mix strategy. (Tuten & Solomon 2015, ix.)

In 2015, eleven years since their launch, Facebook had one billion registered users worldwide. This growth is enormous when compared to other media such as radio, which took 38 years to reach 50 million listeners (Tuten & Solomon 2015, 5-6). If anyone needs more proof that social media has an incredible effect on the world, take a look at American politics. A businessman and mogul, Donald Trump, began his winning 2016 presidential election campaign with a single tweet on November 7<sup>th</sup> 2012 that became his slogan: "We have to make America great again!" Using the hashtag #makeamericangreatagain or #MAGA to spread his message. Now Trump's twitter has 28.5 million followers and is used to announce important steps in the country's politic future. (Smith, 9 February 2017.)

Social media allows businesses to communicate and market their ideas to consumers, no matter where they are thanks to mobile devices, laptops, tablets etc. It allows the target audience to have a say in products and services in order for businesses to meet those needs and ultimately make more profit. (Tuten & Solomon 2015, 21). Social media alone should not be the sole channel in a marketing mix, along with the low cost and potential to utilize numerous mediums like advertising and customer relationship management are key tools for any business (Chaffey 2006, 5).

This project thesis is for Odessa Comptoir, a new restaurant opening in spring 2017 in Lyon, France. The main objective is to launch a social media presence via a digital communication's plan for the company. This is done by presenting the theoretical framework of social media communication channels, the importance of creating a concise brand identity and finally analysing in depth Odessa's marketing plan using the SOSTAC model.

## 1.1 Case company and background

This thesis is the launching of a digital marketing communications plan via social media for a new restaurant/bar in Lyon, France, Odessa Comptoir.

Odessa Comptoir is an idea that has been in the making since 2015 and is coming to flourish this spring of 2017. Two brothers, Mathieu and Antoine Kochen, have signed a deal to buy the business establishment, Café Cousu, and are reopening as Odessa Comptoir in May 2017. Both have worked fulltime for the original restaurant for almost two years, Mathieu as head of logistics for their catering services and Antoine as the bar manager. Together they started the plans to open their own bar/restaurant since 2015. The concept of Odessa Comptoir is to create a space for locals and tourists alike to come enjoy a drink, good food and cultural events. The main services are divided by:

- Bistro - the lunch service, Tuesday to Saturday from 11am until 3pm, 8, 50€ for the main course, 14€ for the "formula"; main course, dessert and espresso.
- Bar - the bar service, Thursday and Friday from 4pm to 1am, alcoholic drinks from 3€ onwards.
- Brunch - the Sunday brunch service, from 11am until 4pm, from 10-25€.

Odessa Comptoir have hired an experienced chef, Shina Camargo that will be in charge of making the two daily lunch options with a bistro-style flare. The foods will be bought at the market every day from Tuesday to Saturday and other products come from local producers and farmers. The bar will serve natural wine, meaning wine that is free of herbicides and sulphites, commonly used during the fermentation process. They will not, however, exclude themselves solely as a "wine bar", serving also classic cocktails, beer and non-alcoholic beverages. Accompanying the bar service in the evenings, Odessa Comptoir will offer delicatessen plates with different themes according to the seasonal produce available. The brunch will be made by Mathieu and will be a variety of breakfast-style foods such as; avocado toast, yoghurt and muesli and hamburgers.

My position as a communications assistant for Odessa is to create the digital marketing plan needed in order to successfully launch the online presence of the bar via social media in the weeks leading up to the opening date.

## 1.2 Project objective and tasks

The aim of this thesis is to create an online presence for Odessa Bar via a social media and digital marketing plan designed by myself.

Project Objective: Designing an effective digital marketing plan to properly launch a social media presence for an up-and-coming restaurant/bar in Lyon, France, Odessa Comptoir.

PT1: Establishing the theoretical framework of a successful digital marketing plan

PT2: Discussing with the owners in order to better grasp concept and goals

PT3: Designing a comprehensive digital marketing plan

PT4: Presenting ideas to Odessa Comptoir team

PT5: Finalizing the plan in accordance to both parties

PT6: Launching online media presence via social media pages

PT7: Handing over the plan to the Odessa team and evaluating the outcomes of the project

### **1.3 Project scope**

This thesis study will focus on launching an online presence for a new bar/restaurant via a digital marketing plan.

A communications plan is essentially a project management plan that defines when certain information should be delivered, and through which communications channels. For this specific communications plan the focus will be on digital marketing, more specifically, on social media. The only communication channels that will be used for this project thesis are Facebook and Instagram. Furthermore, the focus of this thesis will not be on measuring the success of the launch, but rather the work that goes into the creation of a brand identity and the ways in which it will be implemented on Facebook and Instagram that will be showed via a visual production calendar.

Firstly, I will begin by doing a throughout analysis of the company's business environments in order to identify the key target audience and their brand image. Then I will create a digital marketing plan for both Instagram and Facebook with the help of the SOSTAC planning template.

### **1.4 Benefits**

The main benefit that the Odessa team will receive from this digital marketing plan, is a starting step to establishing their online presence. Since the bar is new, the end goal is for people to be able to recognize Odessa before they stumble upon it on the street. The online marketing will get people talking and keep the company's social media structured and consistent. Furthermore, it will give future customers an open communication with the team.

My future career will benefit from the experience gained from launching a new business into the online world. Adapting a business identity for social media pages will give me stronger decision making and organizational skills. As well as a more critical eye in regards to visual and design aspects. I can also benefit from making professional contacts in Lyon.

## 1.5 Key concepts

The key concept in this thesis is to be able to map out a concise digital marketing plan that will portray Odessa as genuinely as possible to ensure maximum notoriety via various social media channels. Since this is a project-based thesis, there is no clearer concept other than the project idea itself. Internationalisation is going to be present as this plan is for a company based in France. Here are the key terms, which should describe in more detail the overall concept of the thesis:

**Digital Marketing** is marketing executed through digital channels such as; the internet, e-mail, interactive TV etc. It goes hand-in-hand with digital data collected through statistical analysis that shows customer's characteristics and behaviour (Smartinsights.com, 2015).

**Online Content** is the visual design, text and graphical information that forms a webpage (Tuten & Solomon 2015, 27).

**Social Media Marketing** is marketing that is delivered through social media technologies, channels, and software to create, communicate, deliver and exchange offerings that have a value for an organizations stakeholder (Tuten & Solomon 2015, 21).

**Visual Identity** of a company are the visuals such as logo, font, and colours etc., which together represent a company and allow for customer recognition.

The end goal of this marketing plan is to create a brand awareness for Odessa's potential customers through their social media pages. **Brand Awareness** is the recognition and/or familiarity that consumers have with certain brands. It is usually positive, since familiarity is comforting for consumers. (Aaker 2014, 10.)

By looking after the **communication management** for Odessa, I will be in charge of the image (or brand) being conveyed to our target audience via social media pages such as Facebook. Essentially managing the relationship between the company and its clients.

## **2 Marketing communications and brand identity**

In recent times, marketing and communications have merged together as successful businesses use customer dialogue and feedback (communications) to create the ultimate product/service for selling purposes (marketing). Social media, in particular, is a direct line of communication between consumers and companies, giving marketers the possibility to grow as a brand that represents its clients' needs and wants. Brand identity is now a direct representation of the consumers. It is incredibly important for Odessa Comptoir to be present online, because as a new restaurant, they have the opportunity to adjust their services, if need be, right from the beginning of their existence thanks to customer feedback and involvement. (Smith & Zook 2016, 4.)

Brand identity is a collection of many different elements that a consumer uses to identify with, that are ultimately a representation of a company's core business values. Odessa Comptoir is everything from the services provided, to the colour of the walls in the interior, to the logo and music playlist. In pursuance of presenting a consistent image to the public, thorough analysis needs to be done and that is what will be presented in this chapter.

### **2.1 Communication channels**

As this is a digital marketing plan focused on social media, the communication channels that will be utilized are Facebook and Instagram. The highest average age of social media users is 18 – 29, but approximately 82% of 30-49 year olds also use the networks. Odessa Comptoir's target audience ranges from 25 to 45, therefore social media as the main communication channel is valid. What is more, in Western Europe, 48% of the population is active on social media. Odessa Comptoir will have an official Facebook page with general information and events, as well as an Instagram page that will be used to share direct visuals of the services provided. (Johnson, 7 November 2016.)

Social media can be defined as different websites that allow people to be connected and social, whilst in the online world. On social media pages, one creates a profile or "page", for a company and posts different information that they want to share with their "followers" or "friends" in the form of a picture, post, event etc. Whereas marketing can be defined as "the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large" (Tuten & Solomon 2015, 21).



Since marketing has evolved into a direct response to consumer's wants and needs, there is no better way to connect to consumers directly on a large platform such as a Facebook and/or an Instagram page.

### **2.1.1 Facebook**

Facebook is a social media website that was created in 2004 by Harvard student Mark Zuckerberg and is now the most used social network in the world. In 2016, it had 1.59 million monthly active users. In present day, 2017, having an official Facebook page for any business is an asset and it's free of charge. Additionally, Facebook is easy to access via computers or mobile devices and is visually pleasing to navigate. (Rouhiainen 2016, 9.)

Some of the features of Facebook that businesses can benefit from according to Rouhiainen (2016, 18) are:

- Official pages: companies create a public "profile" that hosts general information, events organized, posts, photos etc. It also serves largely as a form of constant communication with the audience via messaging, likes, reviews and comments.
- Facebook advertising: advertising is fairly inexpensive and settings allow companies to choose the target audience (age, location etc.), duration of advert and added features such as reservation or purchase by click.
- Facebook local services: customers can leave comment and reviews of local businesses similar to services provided by Trip Advisor and Google Local.

Odessa Comptoir will use Facebook with the creation of an official business page, which will host information such as; daily posts of the menu, general contact information and customer reviews. Facebook events created by Odessa Comptoir's page will allow the team to share exciting cultural happenings that are hosted at the restaurant and view how many potential attendees need to be accounted for. Facebook advertising is also a tool Odessa can benefit from by "sponsoring" different posts or events for a certain period of time. This tool also allows Odessa to choose the specific demographic they wish to target, the period of time the ad should be active and the cost they are willing to spend whilst staying within their allocated budget. (Marrs, 3 February 2017.)

### **2.1.2 Instagram**

Since its creation in 2010, Instagram has become the third most frequented social media after Facebook and Youtube. To give a better idea of what that entails, social media users around the world added up to 2.34 billion people as of 2016, with 500,000,000 of those active monthly on Instagram alone (Johnson, 7 November 2016). Instagram is an app for mobile device although it is now also accessible for browsing on the internet. Users create a profile where they post images to public or private "followers" with written captions. The

captions users write can also have “#hashtags” that summarize a specific subject which is hyperlinked to posts with the same hashtag.

For business purposes, in comparison to Facebook, Instagram has gained 115% in organic marketing reach since 2012, whereas Facebook has lowered its reach to a 63% decrease. This can be due to Instagram’s #hashtag tool that connects users and visually pleasing business profiles. Fittingly, audiences are more likely to follow a brand on Instagram than they would on Facebook. This is likely due to the creative and inspirational aspect users can get by following a curated Instagram page. (Selfstartr.com 2017.)

The Odessa Comptoir Instagram handle is: @OdessaComptoir. Odessa will benefit from Instagram marketing by creating a clear visual identity of their business. Antoine Kochen will be in charge of photo posts, so that the visual perspective remains constant. The common thread in photos will be warmth and minimalism. Posts will present different elements of Odessa Comptoir, whether it be in the form of physical space, gastronomy or people.

## **2.2 Engagement process**

Social media, as mentioned before, is a tool that allows marketers to reach customers and create an open dialogue. Successful campaigns utilize open communication with audiences to their benefit (Evans & Mckee 2010, 15). From reviews, to comments, to likes and ratings, the customers that are engaged pave the way for more customer-reach by sharing Odessa Comptoir on their own page. A business may choose to identify customer engagement as part of their strategy with the help of Dave Evans & Mckee “structured engagement” chart. It measures consumer engagement in different steps from; consumption, to curation, to creation and finally, collaboration.

### **Consumption**

The most basic of customer engagement is through consumption. It can be defined, for example, as a visitor on Odessa Comptoir’s social media pages that just scrolls down the page and reads or watches the digital content available to them. Consumption is a key step for any level of engagement because it’s the first impression and research that visitors have with the sites. There will always be people that remain “consumers”, however, by giving them the opportunity via the content posted to participate in creation, the business can become *social*. (Evans & Mckee 2010, 16.)

## **Curation**

The next step in the strategic engagement process is the act of curating the content in a way that makes it more useful for others. This can be done by filtering, rating, reviewing, tagging etc. For example, Odessa does this by posting a photo of the wine selection available and tagging the winery, which allows consumers to comment or review said post. Curation is the path to creation, and gives online visitors a chance to participate by taking low-risk steps. (Evans & Mckee 2010, 17.)

## **Creation and collaboration**

Creation and collaboration are the turning points and upper-half on the “ladder of engagement”, where a visitor becomes a co-creator of content. Rarely more than 1% of the visitors will attain this level of participation that, depending on the company, gives them a real opportunity to create advertising, brand names, products etc. (Smith & Zook 2016, 18.) Odessa Comptoir used the strategy of “co-creation” for the logo and symbol of the company. In this case, since the social media was not yet launched, graphic artists that were either friends or contacts of the owners of Odessa were asked to suggest a few ideas based on basic guidelines such as colours and fonts. It is important to give proper guidelines and tools to co-creators, to avoid straying too far from the organisations control. Overall, with full collaboration of organisation employees and their customers, the company does not have to work quite so hard to create a product (for example).

### **2.3 Brand identity**

Understanding a company’s brand thoroughly is key to developing a successful marketing campaign. Since Odessa Comptoir is a new entity, there is an advantage in creating a brand that is cohesive with the services and customer experience provided. The elements that bring together a brand vary from name, logo, symbol etc. The challenges that can be faced in branding a service however, are that it is not tangible and depends on the people providing it. (Keller 2003, 30; Keller 2003, 41.)

A business’ brand is more than a surface level logo or a name, but at a deeper level, it is the emotional, functional and self-expressive benefits that a customer perceives. A successful and strategic brand is synergetic with a company’s core values. (Aaker 2014, 1.)

### 2.3.1 Odessa as a brand

While planning a strong branding strategy, we will identify Odessa's brand identity and image with the help of the Kapferer Brand Identity Prism (figure 1). By using this model, Odessa Comptoir will become more than a service level brand and rather a "passion brand". The prism represents the brand at many levels; the picture of the receiver (customer) and the sender (Odessa team) as well as the externalization (outside world) and internalization (corporate code). In more detail, the brand is divided into six main focuses; physique, personality, culture, relationship, customer reflection and self-image. (Kapferer 2008, 182.)

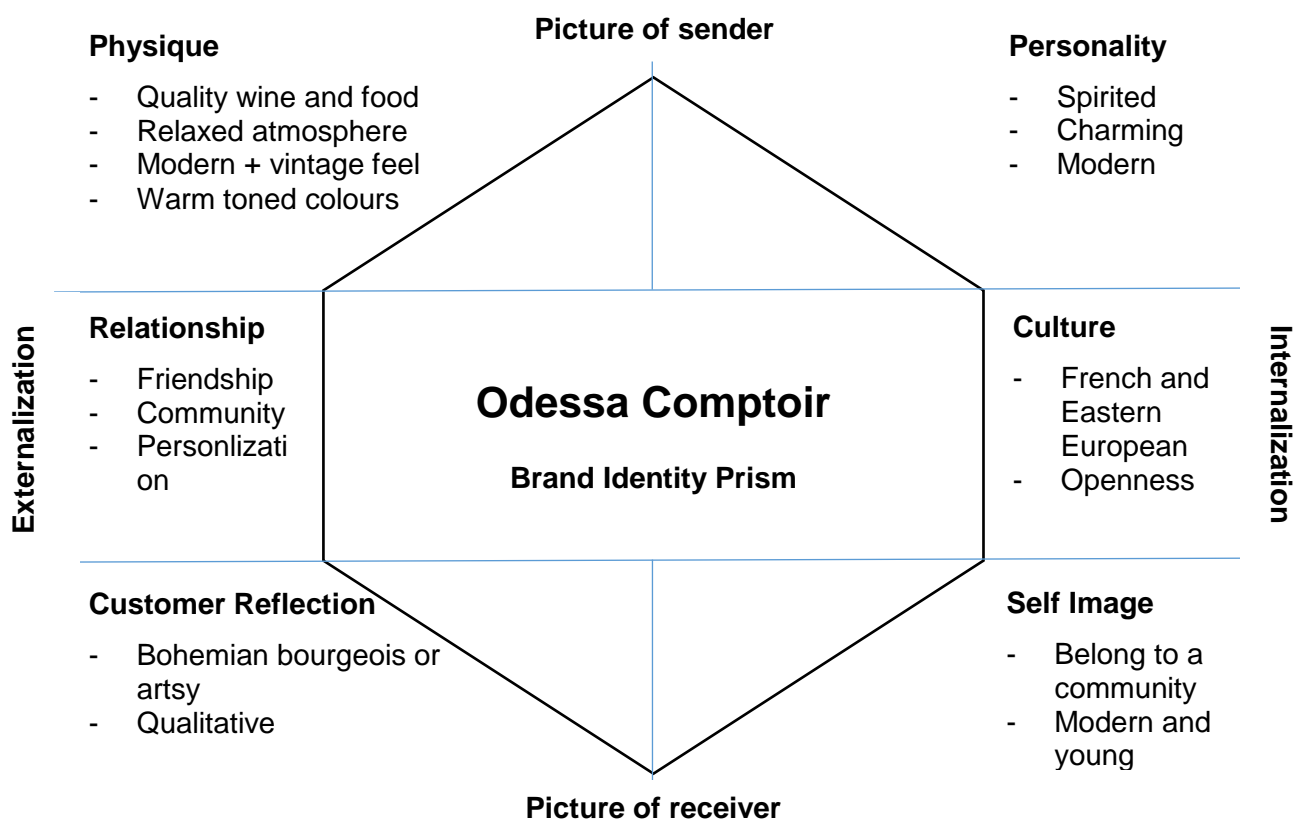


Figure 1. Odessa Comptoir Brand Identity Prism (Kapferer 2008, 183)

#### Physique and personality

The physique represents the tangible part of a brand. Often it is the "added value" and in Odessa's case, without it, there would be no restaurant or bar. Odessa Comptoir is a raw, but conceptual space with warm-toned colours and a relaxed atmosphere. Exposed brick, copper lighting fixtures, as well as orange/yellow and blue hues, give the space a down-to-earth vibe. The music is upbeat and discreet, allowing for customers to chat and fill up the

room. The wine list and menu represent quality, seasonal food and refined drink options. The logo is also a representation of the warmer colour palette and simplicity. The personality of a brand is what makes it relatable and humanlike. The space, people and services make Odessa a lively, or spirited space. Furthermore the "laissez-faire" attitude makes it charming and stylish. (Kapferer 2008, 182-183.)

## **Culture**

The culture of Odessa is extremely important as it is the common line throughout all the services and products available. Eastern Europe is represented in many ways. Starting with the name, Odessa, a village in the Ukraine, that was home to Mathieu and Antoine's ancestors. The menu is a play on Eastern Europe and North American food with the presence of pickled vegetables, salmon and cream cheese and hamburgers. Mixing the traditional with the new. France is present at Odessa Comptoir mainly with the all-french wine list; but also with the bistro-style lunch service. Overall, Odessa is a place where anyone from any background is welcome. (Kapferer 2008, 185.)

## **Relationship**

What is the relationship that Odessa has with their customers that gets them to return? People come to Odessa to be part of a community and to form friendships. Whether they are alone or with a group, they are sure to have great conversation and meet people from the neighbourhood. The diverse choice of alcoholic drink gives customers a personalized experience, choosing the drink that best represents them in the moment. (Kapferer 2008, 184.)

## **Customer reflection**

If Odessa was a human, what kind of personality traits would it have? This can be a direct reflection of the customer's that frequent Odessa Comptoir, just as with other brand-customer affiliation. In this case the target market is "bohemian bourgeois", an artsy middle-class people with a taste for finer, albeit not expensive, things in life. Bohemian bourgeois are always looking for quality though not necessarily "flashy". Odessa represents the simple things in life, done well. (Kapferer 2008, 184.)

## Self image

Self image is the target audiences own personal feelings when they use or purchase different brands. Customers that frequent Odessa Comptoir will feel like they belong in a community. Whether they are tourists or neighbourhood locals, there is a sense of being part of a "club" as everyone is welcome but the space itself is cozy. Furthermore, customers at Odessa will taste modern, innovative dishes and drink natural wine, which is a fairly new and trendy industry. Since the owners are young and friendly, even older customers will feel like they are part of a more youthful crowd at Odessa. (Kapferer 2008, 186.)

### 2.3.2 Design and visual aspects

As seen in earlier chapters, a brand's identity is created by a company's core values, however, outsiders will always have an initial contact with the brand via their outward appearance. More specifically, the public will see the company's graphic identity charter which includes; the brand's colours, graphic design and font. A consistent brand image is economically interesting for any business, as it allows for more frequent brand recognition and customer loyalty. For Odessa's case, the visual identity should mirror the company, therefore the design should be modern, young and cosy.

### Name and font

The chosen font is Kumla, originally curated for a shoe manufacturing factory in Sweden, in 1912 (myfonts.com, 2013). It plays on the "brute" and modern simplicity of Scandinavian culture all the while resembling soviet-era typography seen on posters representing Odessa in the early 20<sup>th</sup> century. See comparison below in figures 2, 3 and 4.



Figure 2. Odessa business card template



Figure 3. Screenshot of “Man with a Movie Camera” 1929 from IMDB (International Movie Database, 2017)

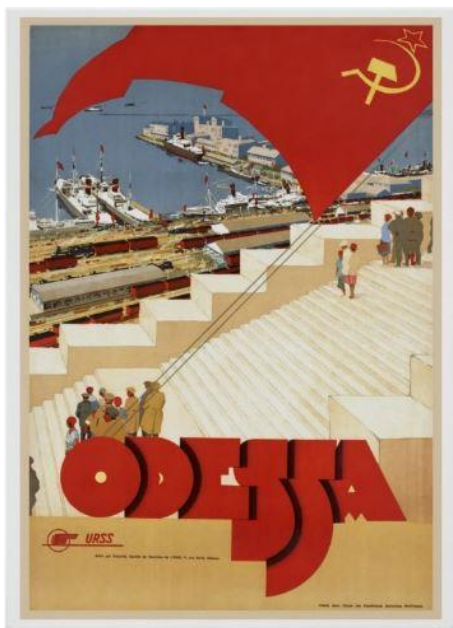


Figure 4. Odessa USSR poster (zazzle.ca, 2017)

Odessa is the birthplace of Antoine and Mathieu’s grandmother and a port city on the Black Sea, in the south of the Ukraine. The city is largely influenced by its former governor, Duc de Richelieu, a Frenchman that brought his country’s taste to the port town in the forms of gastronomy and infrastructure in the early 1800’s. Odessa was under the USSR regime from World War II until it gained its independency in 1974. However, political turmoil remains present to this day. (Odessa Tourism, 2017.)

## Logo

The logo of Odessa Comptoir consists of two pieces. Firstly, there is the name, using the Kumla font. To give the appearance that the name is not just floating in white space, a black line encircles it (figure 5).



Figure 5. Odessa main logo

Secondly, the symbol that has been chosen to accompany the name in the logo is a circle divided into four (figure 6).

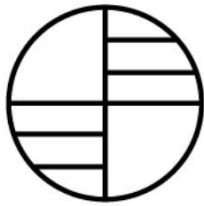


Figure 6. Odessa symbol

This circle is in the shape of an “o” for Odessa, but also plays on the letter’s “e”, “d” and “c”, for Comptoir. Also, the circle shape unifies the divisions, which is a representation of the intermingling of cultures and the joining of two brothers.

## Colours

The colours chosen to represent Odessa Comptoir are mustard yellow, grey, blue, black and white. The colour palette can be seen below in figure 7.

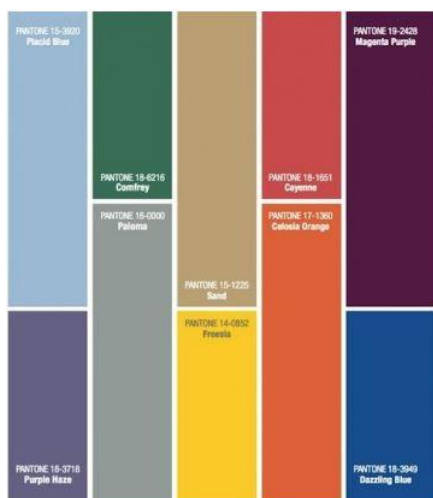


Figure 7. Vintage hues for Odessa Comptoir inspiration (Wang, 9 October 2013)



Referring to the colours seen in figure 7, grey is the colour of the façade of the restaurant. This colour keeps the place discreet when the shutters are closed and allows the logo and name to stand out correctly. It is based on the colour palette of warmer vintage tones. The wall behind the bar, will be a shade close to "freesis". Furthermore, the "dazzling blue", and the neutral tones, are present on vintage tables and chairs.

## Facebook and Instagram

The Facebook and Instagram pages will each have a different profile picture. Instagram will have the logo, as seen above. Facebook will have a photo of the two brothers until the opening date, when it will too change to the logo. The first photo as seen in figure 8, is to humanize the restaurant since there are still no official photos of the interior.



Figure 8. Odessa Facebook profile picture

The Instagram and second Facebook profile photo is the logo as seen in figure 5.

The initial cover photo for the Facebook uses a mustard yellow, a colour present in the physical space on the vintage furniture and accent walls, as seen in figure 9. The overlaying geometric shapes bring a 3D dimension or texture to the image. The wine bottle silhouettes next to the name give an idea of the services provided along with the bottom left slogan: "bar, bistro, brunch". The general information is displayed on the cover photo, so that page visitors can see the opening date and address, front and center.



Figure 9. First cover photo for Odessa's Facebook

The second cover photo, which will change in unison with the profile picture on Saturday the 13th of May, will be a picture of the interior of the restaurant. Figure 10 shows the interior of the physical space and the vast selection of wines, customers enjoying lunch and the backroom with the loft space and kitchen.



Figure 10. Second cover photo for Odessa's Facebook

The overall voice of Odessa Comptoir's brand identity is: simple. Minimalism on behalf of the graphic charter gives room for curiosity, especially present in the posts put online before the opening date. The warm but bright colours give a taste of what is to come, without giving it all away at once.

### 3 Marketing plan

When developing any marketing plan, it is vital to understand the company through and through. From objectives, target audiences, environment analyse to market trends, every business is different and requires a specific study. For the case of Odessa's social media digital marketing plan, I will use the SOSTAC model by PR Smith as a model. With the help of this model, I will be able to define Odessa's situation analysis, objectives, strategy, and more specifically for implementing the digital marketing plan; the tactics, actions and control used to measure results.

#### 3.1 Situation analysis

Situation analysis is the first step in creating a digital marketing plan. It allows businesses to ask themselves the question; "where are we now?" (Chaffey & Smith 2013, 4.) For Odessa, I have done a thorough analysis of; the environment with the SWOT table, and competition analysis.

##### 3.1.1 SWOT analysis

Odessa's current situation and environment is analysed with the help of the SWOT analysis; which measures strengths, weaknesses, opportunities and threats.

Table 1. Odessa Comptoir SWOT analysis

<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"><li>- USP is the selection of natural wine and the focus on local/seasonal foods</li><li>- Exceptional customer service</li><li>- Central location</li><li>- Offer a variety of services, from lunch to dinner, to wine bar and brunches on the weekend</li></ul>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"><li>- Winter bar, no patio for the warmer seasons</li><li>- Confusion with the name change from "Cousu" to "Odessa"</li><li>- Not enough communication on the opening through media's other than social media (press, radio etc.)</li></ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>- Create a space for artists to have exhibits and concerts</li><li>- Open a patio for the warmer seasons</li><li>- Develop the wine list and menu</li><li>- Boost the average sales with the menu</li></ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"><li>- Competition in the neighborhood</li><li>- Customers do not click with the new concept</li><li>- Change of the cook and food offered</li></ul>

### 3.1.2 Competitor analysis

The neighbourhood in which Odessa Comptoir will open, is not directly affected by competition. Meaning that there is no other restaurant or bar within the vicinity with the same service or menu. However, that being said, there are still many restaurants and bars nearby that are garnering attention, specifically for their social media pages.

If Odessa's services were to be split into three direct categories of competition, they would be:

- The lunch service, Tuesday to Saturday from 11am until 3pm.
- The bar service, Thursday and Friday from 4pm to 1am.
- The Sunday brunch service, from 11am until 4pm.

For the purpose of this competitor analysis, the main focus will be on a restaurant, Traboule Kitchen, which is situated 50 meters from Odessa. Similarly to Odessa, the food is natural, with homemade muesli and fresh pressed juices. They are open from Monday until Saturday, from 9am until 8pm. They offer lunch during the week and a brunch service on Saturday for anywhere from 10-25€.

Table 2. Odessa Comptoir vs. Traboule Kitchen competitor analysis

Features	Odessa Comptoir	Traboule Kitchen
Patio with seating	✗	✓
Low prices	✓	✓
Daily opening hours	✓	✓
Nightly opening hours	✓	✗
High quality service	✓	✓
High quality food	✓	✓
Bar service	✓	✗
Cultural events	✓	✗

When looking at the differences and similarities between Odessa Comptoir and Traboule Kitchen, one thing is clear, they have different services. Traboule Kitchen is a "daytime" oriented restaurant/café, open from 9am until 8pm, and Odessa is an "evening-time" oriented restaurant/bar, open from 11am to 1am. Similarly, both restaurants will compete for the target segments looking for a fresh, simple lunch during the week. On the other hand, Traboule Kitchen only serves brunch on Saturday, and Odessa Comptoir only serves brunch on Sunday. This way the same clientele looking for a similar brunch has the choice of one or the other on either day of the weekend.

Moreover, Odessa Comptoir has an alcohol license which allows them to serve alcohol without the accompaniment of food. Whereas Traboule Kitchen only has the right to serve alcohol with food, and no legal right to serve spirits. What is more still, Odessa Comptoir

will host cultural events, such as art expositions or concerts, which will be from 6pm onwards (until maximum 1am). Traboule Kitchen closes at 8pm and therefore any cultural events they may potentially host will not overlap with Odessa's.

Traboule Kitchen opened their restaurant on April 1<sup>st</sup> 2017, the same day they launched their Facebook page, which has generated 231 likes by April 8<sup>th</sup> 2017.

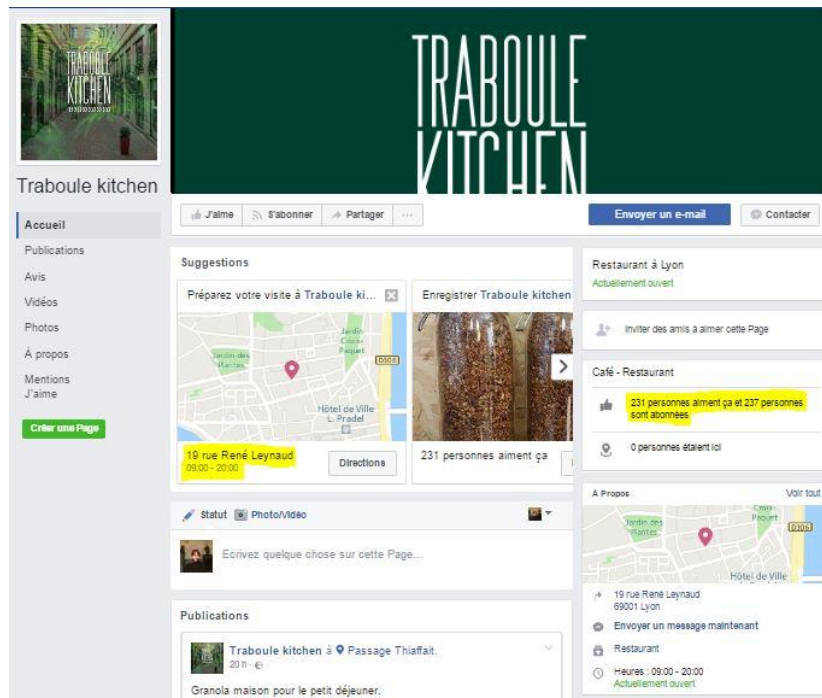


Figure 10. Screenshot of Traboule Kitchen Facebook page (Facebook -Traboule Kitchen, 2017)

### 3.2 Objectives

The second step on the SOSTAC marketing plan is the company's answer to; "where do we want to be?" otherwise known as objectives. These objectives are for the long-term however, as I am merely launching the online presence of Odessa, they will not be measured in this thesis. For this reason the 5 S's will be introduced; sell, serve, sizzle, speak and save. Objectives and goals will always be presented as SMART goals; specific, measurable, actionable, relevant and time-bound (Chaffey & Smith 2013, 4; Smith & Zook 2016, 277.)

Sell represents the customer acquisition and retention targets. This digital marketing plan is based on Facebook and Instagram, therefore the pages need to be open to the public and visually endearing in order to attract target markets (as those mentioned above).

Serve is the way in which Odessa's Facebook and Instagram will be presented so that customers get the right use out of them. Sizzle is the "je ne sais quoi", the USP – unique selling point, which will keep visitors engaged on the sites. Then there is speak, which touches on the communication and dialogue methods between Odessa and the public. Finally, save, is the way in which Odessa will gain marketing efficiency through the chosen channels.

- Sell: Present Odessa on Facebook and Instagram in a way that sparks the curiosity of customers via the visual identity (logo, colours, photos etc.) and specific, personalized posts.
- Serve: Use Facebook to provide a customer service channel to keep customers up-to-date via reviews, comments, posts on daily menu/changes and general contact information. Use Instagram to provide a visual appeal on the restaurant's physique and menu with photos, as well as geolocation tags and hashtags, for address information and posts done by the public.
- Sizzle: Launch a strong social media presence that keeps customers up-to-date and represents Odessa's visual identity. For example for an event hosted by Odessa, create a separate page for up-coming events so that public can confirm presence, post videos of past events or use Facebook live during to give customers a three dimensional view.
- Speak: Use Facebook as an open communication with customers via comments, messaging etc. Use Instagram in the same way adding the "tag" option that is open to anyone (less control).
- Save: Free-of-charge creation of professional social media pages that communicate Odessa's brand effectively, as well as providing as much information as possible on one single form of communication to avoid unnecessary phone calls etc.

### **3.3 Strategy**

The strategic step in Odessa's digital marketing plan is answering the question, "How do we get there?" The SOSTAC model suggests the STOP & SIT tool to analyse; segments, target market, objectives, positioning (STOP), and sequence, integration, targeting and segmentation (SIT). (Chaffey & Smith 2013, 4.)

#### **Segments and target market**

Market segmentation is essential when developing a marketing plan as consumers in distinct groups with similar wants, needs and behaviour require complementary marketing mixes. Target audience segmentation can be organised by behavioural, psychographic, geographic and demographic bases. (Keller 2013, 79 – 80.)

Odessa is situated in an ideal location in Lyon, an area called "en bas des pentes", which translates to "bottom of the slopes". On a quiet road, just off from two bustling streets, next to art galleries and the famous "traboules" of Lyon, the ancient silk merchant hidden stair-

cases that run up and down the hills of the city. Due to its positioning, the bar has the ability to attract both unsuspecting tourists as well as local residents. As seen in the earlier chapter on competitor analysis, there is nothing in the neighbourhood with the same service opportunities as Odessa. By using Keller’s Consumer Segmentation Bases in table 2, we can have a more detailed description of potential customers at Odessa.

Table 3. Odessa consumer segmentation base

<p style="text-align: center;"><b>Behavioural</b></p> <ul style="list-style-type: none"> <li>- Usage rate: regular locals or passing tourists</li> <li>- Brand loyalty: customers that have a knowledge or interest for natural wine</li> <li>- Usage occasion: local businesses’ lunch spot, passing tourists for dinner or brunch, natural wine connoisseurs, customers visiting to see art exhibitions or attend events</li> </ul>	<p style="text-align: center;"><b>Demographic</b></p> <ul style="list-style-type: none"> <li>- Income: low to middle class, customers that are willing to treat themselves at a fair price</li> <li>- Age: above 18 due to alcoholic consumption, 25 – 45 active working folk</li> <li>- Sex: Everyone</li> <li>- Race: All, but mainly French</li> <li>- Family: more family friendly on Sundays for brunch</li> </ul>
<p style="text-align: center;"><b>Psychographic</b></p> <ul style="list-style-type: none"> <li>- Values: belief in natural, organic and ethically sourced food and drinks</li> <li>- Attitudes: laid-back, no fuss but quick service</li> <li>- Lifestyle: customers that are either on break for lunch, or have free time in the evening for a glass of wine</li> <li>- Activities: artsy folk that visit Odessa for cultural events or wine tastings</li> </ul>	<p style="text-align: center;"><b>Geographic</b></p> <ul style="list-style-type: none"> <li>- International: tourists that are passing in the “side road”, or that found Odessa’s reviews on Facebook, Google etc.</li> <li>- Regional: locals that are interested in good food and wine, or cultural/community events</li> </ul>

To sum up table 3, the ideal target segment for Odessa Comptoir can be split into two groups:

- The unsuspecting adult tourists that pass by Odessa and stop for lunch, dinner or brunch. They are interested in the “local” feel of the restaurant, the bit-lower-than-average prices, and traditional, yet modern food. They are not in a hurry, and want to enjoy a moment in a cool environment before they continue exploring.
- The local (French), 25 to 45 years old active middle class customer that is looking for a place to relax during a prolonged lunch, after work for a drink or on the weekend with the family for brunch.

## Objectives

The objectives of the digital marketing plan for Odessa Comptoir is to launch an online presence via Facebook and Instagram. The Facebook objective is to reach an average of 500 likes within the first two weeks of its launch. Half of it during the week the official page is opened to the public and the other half the second week when the restaurant itself opens.

The Instagram objective is to create a visual canvas on the Odessa page that allows for customers to get a feel for the restaurant before even attending. This is done with the consistency of posts through colours that represent warmth and perspective that conveys simplicity and minimalism. This way the customer can live vicariously through Instagram the feeling of Odessa Comptoir. The Instagram should gain over 100 followers before the opening date as over 11 likes for each photo.

## Positioning

While positioning Odessa Comptoir in a competitive market, it is important to define the key points that make this service different and therefore will attract a certain target market.

As seen with the brand identity and competitor analysis, Odessa’s main USP (unique selling point) is the offering of several services; from lunch, to drinks and cultural events. The main thread bringing all these services together is the local and seasonal food options and extensively studied wine list. Kapferer (2013, 177) suggests a few questions that allow for further analysis of business and brand positioning:

Table 4. Positioning Odessa analysis

Questions	Answers
Are Odessa’s looks and ingredients compatible?	The vintage and simplistic design, give a “no fuss” touch that corresponds with the local, home-style cooked food and natural wine.
Does the positioning of Odessa justify a higher price?	The wine list pricing is a bit higher than normal prices, but there is always the option to stick with the mainstream wines at a standard price.
Is there potential for growth in this positioning?	Odessa Comptoir will especially have room for growth in terms of their cultural happenings as the owners gain respect and make more contacts in the neighbourhood.
Is this positioning specific enough?	Customers come to Odessa for different reasons, but overall to relax and feel at-home, away from home, with the option of many services depending on their own time table.

## SIT – Sequence, Integration and Target segments

The communications for the beginning of Odessa’s launch are all solely on social media. Despite the limited use of channels, Facebook and Instagram are used for two different reasons and each have the opportunity to reach a unique set of potential customers.



By posting photos on Instagram of minimalist design and scrumptious food, we are reaching an audience that is “trendy” and looking for the next best thing. The Instagram audience is a more international and tech-savvy group. The frequency of the Instagram posts (one per day until the restaurant opening) will load Odessa Comptoir’s page feed with content that sets up a base of what is to come. Visibility is achieved through the use of hashtags, for example; #naturalwine, #OdessaComptoir, #bistrolyon, #minimalist, #vintage, #organicfood, #seasonalfood, and #lyonfood. These are some hashtags that can be used depending on the photo/post, keeping in mind that #OdessaComptoir, #naturalwine and #lyonfood should always be present in order to correctly position the restaurant.

The Facebook page is used mainly for customer communication, general information and events. Facebook is frequented more by all ages and walks of life, but will be especially important to locals that follow Odessa Comptoir on a daily or weekly basis via their news feed. Odessa will use its Facebook page to post the daily lunch menu and other information in regards to opening hours or unexpected changes. The Facebook page will also be used to create events that take place at the restaurant. Odessa Comptoir is planning to work with many local suppliers and artisans, therefore it is important to promote, via tagging, those companies with posts related to their product/service which can eventually bring in their respective audiences. Overall, the Facebook posts will be less calculated, and more organic, making sure to never go over two posts a day.

Instagram posts of the daily menu/food pictures will be shared via Facebook, as a way of integrating the two communications channels. The Instagram biography will feature the Odessa Comptoir Facebook page, as will the Odessa Comptoir Facebook page feature their official Instagram. Cohesion is key as both social media pages will have the same profile picture as well as follow and like the same pages, when possible.

### **3.4 Tactics**

Tactics takes a closer look at the *details* of strategy. Essentially, it is showing the strategic objectives in a feasible way. This can be in the form of calendars, plans or communications mix. (Chaffey & Smith 2008, 464). For Odessa Comptoir, there will be no marketing mix, per se, as all the communications will be done on two channels only, Facebook and Instagram. Nevertheless, I have created a calendar for post scheduling for the official launch of Odessa Comptoir on social media. The official launch of Odessa Comptoir’s Facebook page and Instagram will launch on the same day, April 28<sup>th</sup> 2017. This gives two weeks of communications before the official opening of the restaurant, on May 12<sup>th</sup> 2017.



Table 5. Odessa Comptoir action details (pre-launch)

What?	Who?	When?
Collect graphic charter and put onto private Facebook page	Jules Degrand, graphic designer Anna Sutela, community manager Antoine Kochen, Odessa owner	Monday April 24 <sup>th</sup>
Set-up and launch both Facebook and Instagram publicly	Antoine and Anna	Friday April 28 <sup>th</sup>
1 <sup>st</sup> “hype” post photo of workers setting up interior of restaurant <i>on Insta and FB</i>	Anna	Wednesday May 3 <sup>rd</sup>
2 <sup>nd</sup> “hype” post of wines available at Odessa Comptoir, including tag of partnered winery, <i>first on Insta and shared on FB</i>	Anna	Monday May 8 <sup>th</sup>
“Design” <i>Insta post</i>	Anna	Tuesday May 9 <sup>th</sup>
“Design” <i>Insta post</i>	Antoine	Wednesday May 10 <sup>th</sup>
Opening day “welcome” post on Facebook with daily menu	Antoine	Friday 12 <sup>th</sup> of May at 10am
Opening day “welcome” picture of lunch on Instagram	Antoine	Friday 12 <sup>th</sup> of May at 10am

Table 6. Odessa action details (post-launch)

What?	Who?	When?
Change Facebook cover photo to one taken at opening party	Anna, Antoine and Jules	Saturday May 13 <sup>th</sup>
Post thank you and daily menu <i>on Insta and share on FB</i>	Antoine	Saturday May 13 <sup>th</sup>
Facebook page sponsoring for one week	Antoine	Saturday May 13 <sup>th</sup>
Daily menu post on <i>FB and Insta</i>	Antoine	Tuesday, Wednesday, Thursday, Friday, Saturday and Sunday

### 3.6 Control

Control is the measurement of the communications plan. Did it work? What went wrong? What went right? Constant control allows for problem solving to be more efficient. (Chaffey & Smith 2008, 471.)

For this specific digital marketing plan, the control will be done partly by myself, in the weeks leading up to the opening date and then forth by the Odessa team as they develop an online presence and notoriety. The KPI's, key performance indicators, which can be used to analyse the success of the campaign are first and foremost, the amount of likes and followers on both pages, respectively, in the two weeks leading up to the opening date.

The pages should be checked every day to see the number of likes gained with a weekly statistical analysis provided by Facebook. The three posts on Facebook leading up to the opening date, should be analysed by the amount of comments, likes etc. in order to understand what the audience is attracted to. For Instagram, a statistical analysis can be done of each individual post. Here we can measure if certain hashtags or photos gain more attention than others. The sponsored post on Facebook will produce stats such as the organic reach and inorganic reach further allowing Odessa to analyse the usefulness of the post boost.

## 4 Measuring success

This final chapter is the measurement of the first few weeks of implementing the social media campaigns, before and after the opening date of Odessa Comptoir. This analysis is done with the Facebook and Instagram statistic tool and by understanding how certain posts garnered more interest than others. By analysing the number of likes, followers, audience reach, comments, reviews etc., we can begin to predict the future of Odessa Comptoir's Facebook and Instagram pages.

### 4.1 Facebook analysis prior and post opening date

Business pages on Facebook have an array of features. From creating events, posting photos, general information or sponsored advertising. Odessa Comptoir's Facebook page is mainly used to inform the audience of opening hours, daily menus and upcoming events. In accordance to the Gantt chart in figure 12, we posted three times including on the opening date. Our objective for Facebook was 500 likes before the opening date.

#### First week of launch

The results of the Facebook statistics taken from the launch date, on April the 28th until May 1<sup>st</sup>, show that the page gained a substantial following very quickly (figure 13). Without any post other than cover photo and profile picture updates, the page reached 403 people and 229 visitors. Concluding that after the first weekend of being public, Odessa Comptoir's Facebook page got 148 likes.

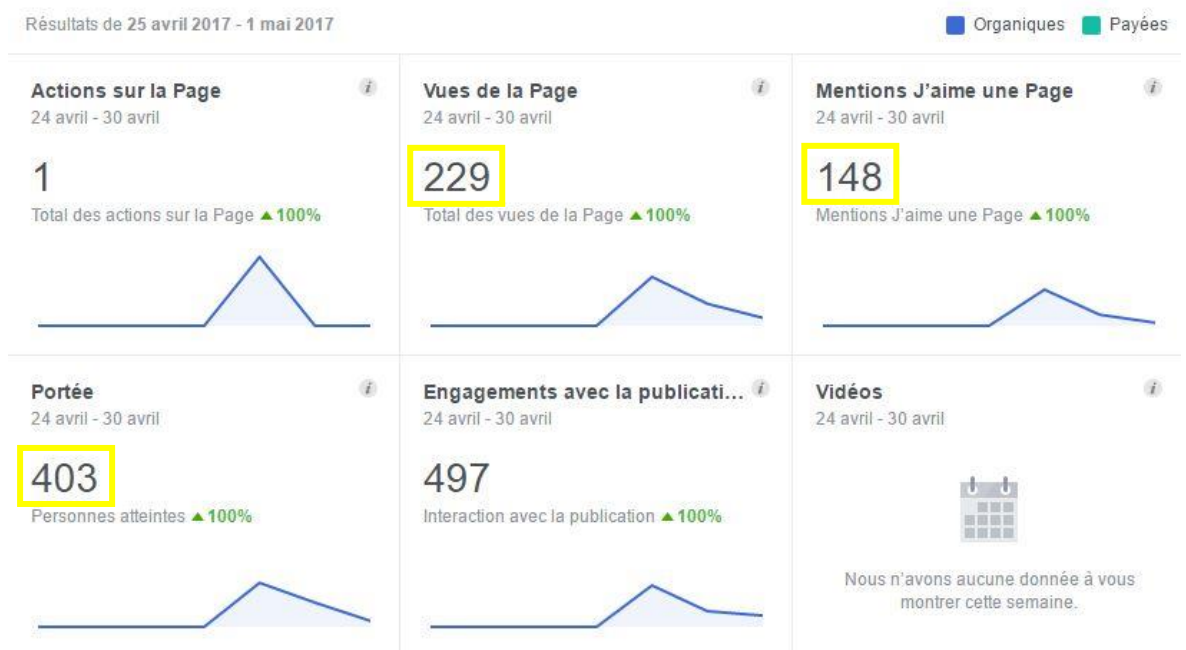


Figure 13. Facebook statistics from April 25<sup>th</sup> until May 1<sup>st</sup> 2017

### Second week of launch

In the week following, from the 3<sup>rd</sup> of May until the 9<sup>th</sup>, the initial buzz lowered (figure 14). There were 47% less page visits and only 50 more likes during that period. The page did however reach almost two thousand people in the community, a 315% growth from the first analysis.

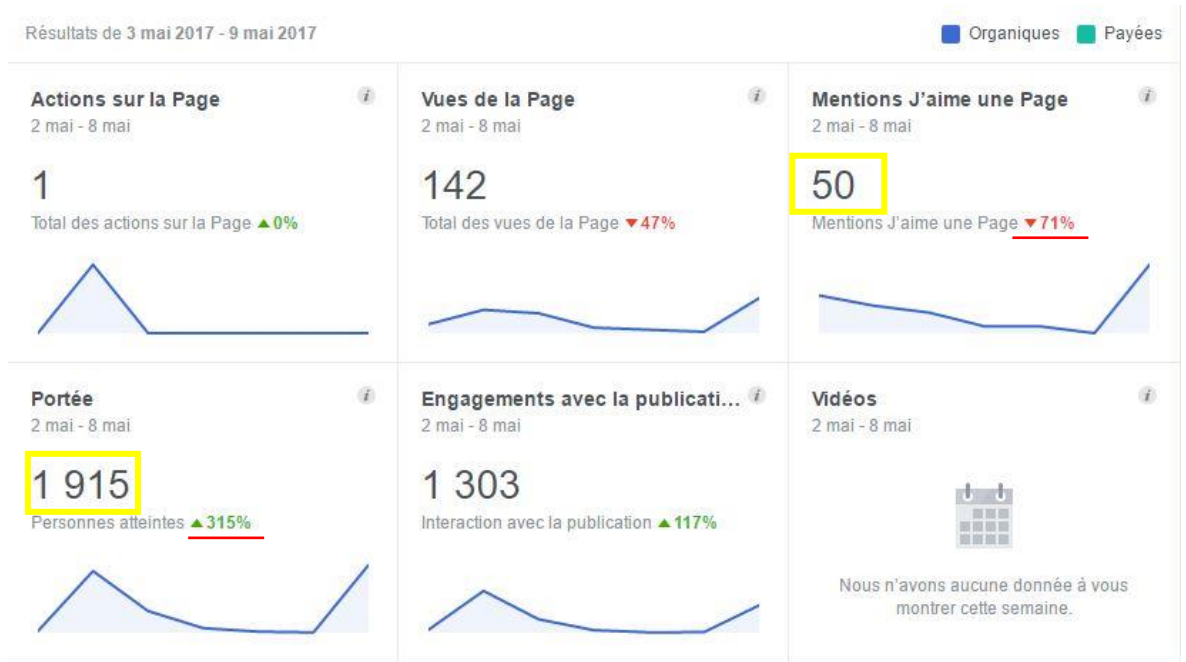


Figure 14. Facebook statistics from May 3<sup>rd</sup> to 9<sup>th</sup> 2017

### Third week of launch

From May 7<sup>th</sup> until the 13<sup>th</sup>, Odessa posted three times, animating the Facebook (figure 15). This resulted in double the amount of page views bringing it back to a 99% boost. What's more, the page continues to reach more audiences, now at 2 310.

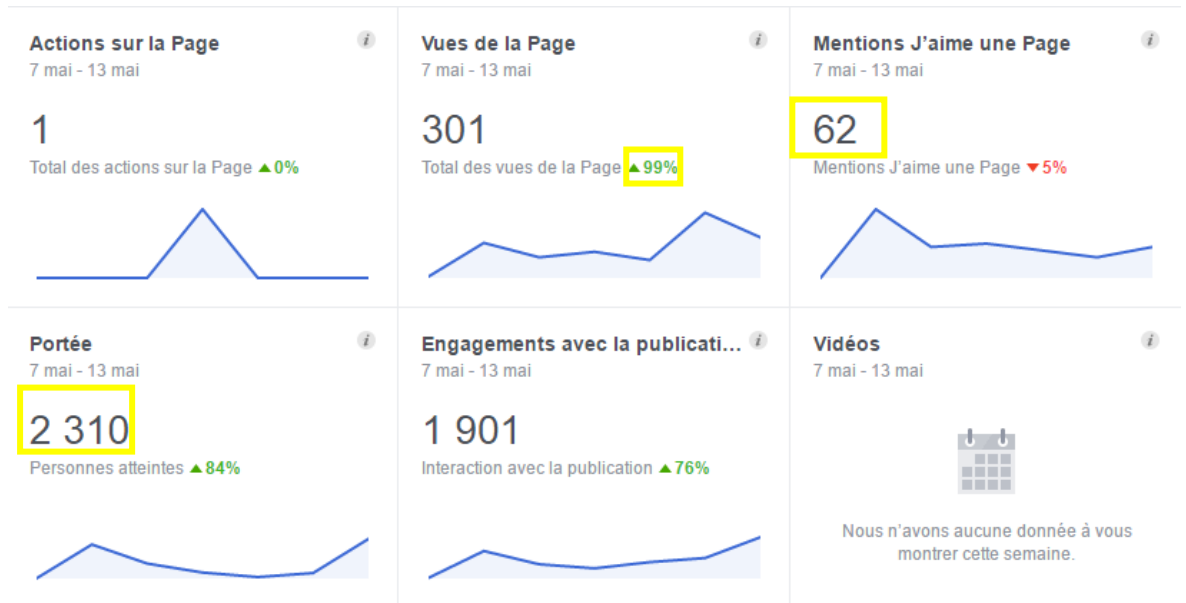


Figure 15. Facebook statistics from May 7<sup>th</sup> to 13<sup>th</sup> 2017

The initial objective of 500 likes before May 12<sup>th</sup> 2017 was not met. However, with the weekly statistics, we can conclude that as Odessa continues to post updates and animate the page, the likes will continue to grow in number (see table 7). In the near future, when the Odessa team plans to sponsor the page, we can be sure to reach an inorganic but substantial audience and potential likes.

Table 7. Summary of Odessa Comptoir Facebook likes

When	Number of likes	Total likes
First week	148	148
Second week	50	198
Third week	62	260

### Facebook individual posts

The first official post Odessa Comptoir shared was a few photos displaying different elements of the renovation and preparation of the restaurant (see Appendix 1.). All posts are geolocated at the restaurant. This got 67 reactions, from comments to likes and shares, as seen in figure 16. Without paid “boosting” of the post, organically it reached more than a thousand people, keeping in mind that for the moment there were 200 likes, aka followers of the page.



Figure 16. First Facebook post statistics

The second Facebook post featured two bottles of wine that will be available at Odessa as seen in figure 17 and appendix 2. The caption says “available along with others this Friday”. It was originally an Instagram post, shared on Facebook and tagged the winery that is active on social media. This post reached a few less than the first, and gained a few less likes. This can be explained by the segmenting of the photo. It reaches specifically an audience that is interested in the natural wine service offered by Odessa.





Figure 17. Second Facebook post statistics

The third post was put out the night of the opening date, May 12<sup>th</sup> 2017. In figure 18 and appendix 3, we can see that the post is of a charcuterie plate and wine available for degustation in the evenings. This post reached a total of 1000 likes in a day and got 47 reactions from the public. At this point, the page had 260 likes.



Figure 18. Third Facebook post statistics

Odessa Comptoir opened on Friday, May 12<sup>th</sup> to quite a large opening day and night. On Saturday, May 13<sup>th</sup> the daily menu was posted on Facebook (appendix 4). This is going to be a reaccuring post everyday to allow Odessa to communicate the daily menu. Its reach was modest, as seen in figure 19, at 444 people.

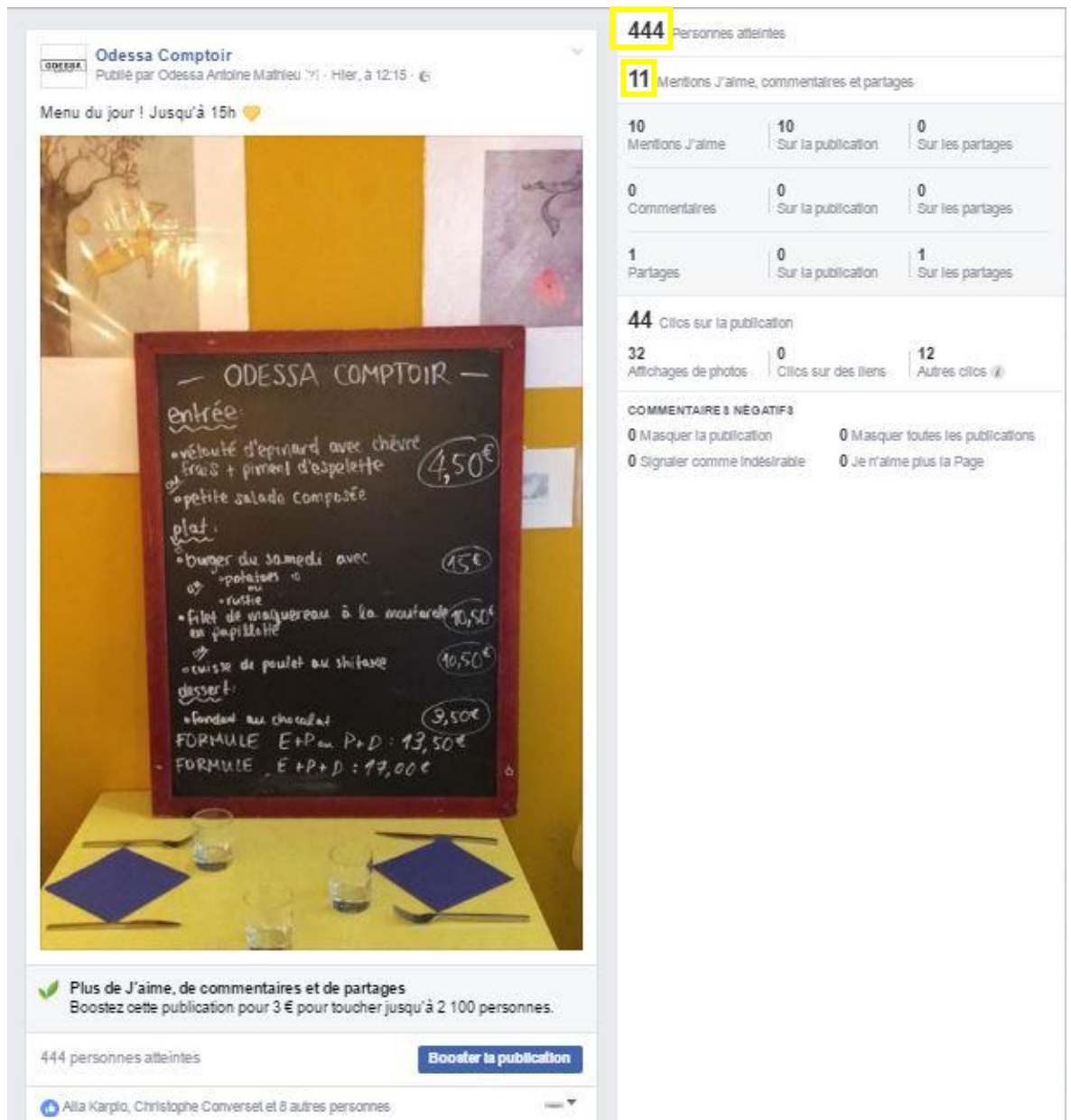


Figure 19. Fourth Facebook post statistics

In the second official post since the opening of the restaurant, we experimented by adding some post engagement tricks such as asking questions before and at the end of the post, as well as giving the choice to the customer between two options of menus for the brunch (see appendix 5 for photo). It gained, in only 2 hours, half of the reach as seen in figure 20, 9 likes and 1 share. This can therefore be deemed as a good tactic to gain more audience engagement in the future.



Figure 20. Fifth Facebook post statistics

## 4.2 Instagram analysis

The Odessa Instagram page is less straight forward than the Facebook. This is due to the fact that here only photos are featured. Therefore, when launching a new Instagram profile, it is important to post frequently, and intelligently, to fill the feed. Before the launch date, we posted six times and four out of those six posts are also on Facebook. This is to bring a link to the pages, since before the opening date, the Facebook page did not have the same profile picture. The Instagram, as seen in figure 20, got 107 followers in two weeks. The average like of an Instagram post by Odessa Comptoir is 34. The posts with



the most likes feature several people, in other words, the first and last posts on the feed in figure 20.

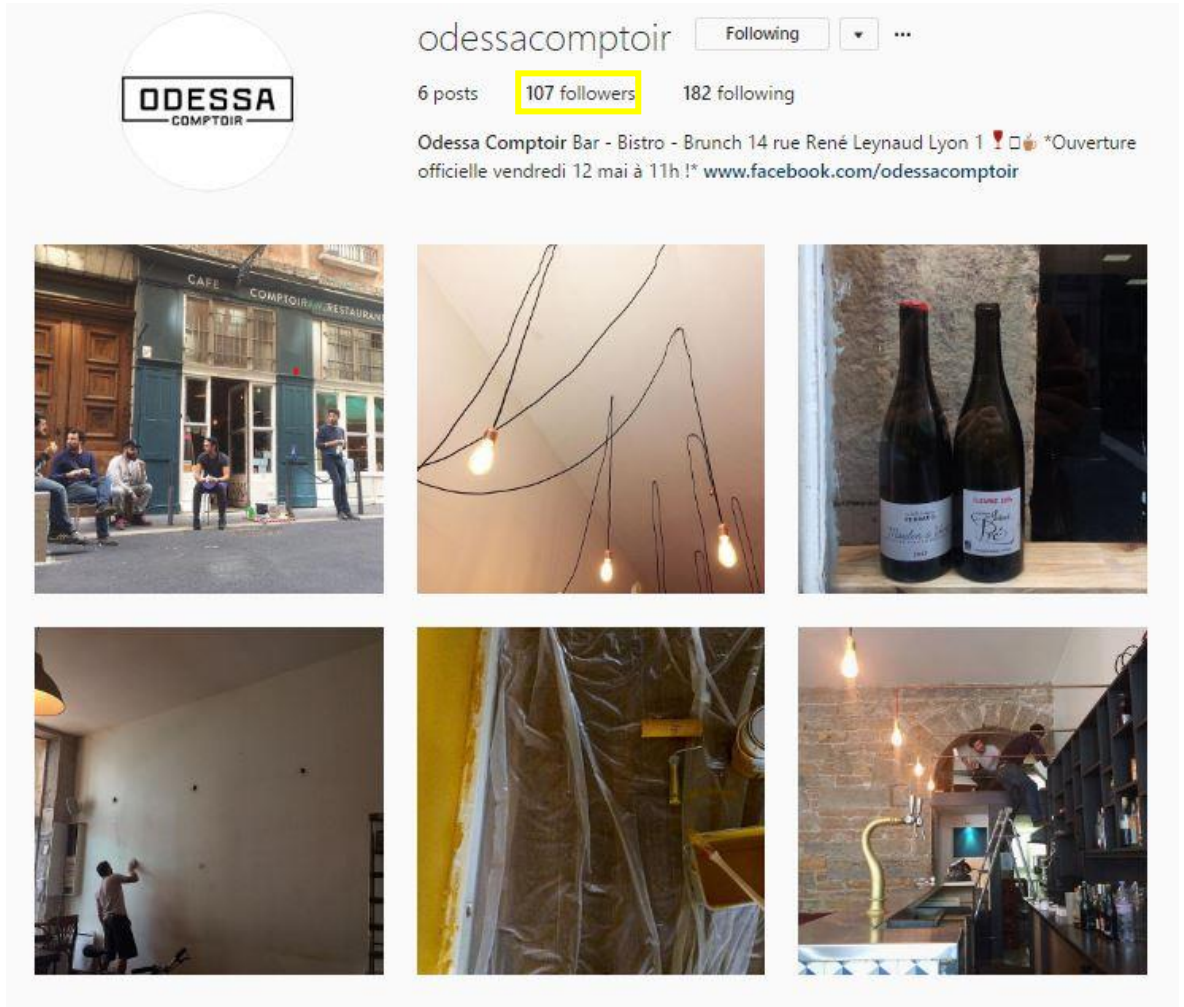


Figure 21. Odessa Comptoir Instagram feed

### 4.3 Project evaluation

The overall objectives of the campaign were to reach 500 likes of the Facebook page, 100 followers on the Instagram page and over 11 likes per post. The individual Instagram posts did indeed get more than 11 likes each, with an average of 34 likes per post out of the first six on the feed. Below, in figure 21, are the results of the Instagram and Facebook likes or followers, respectively on a weekly basis.

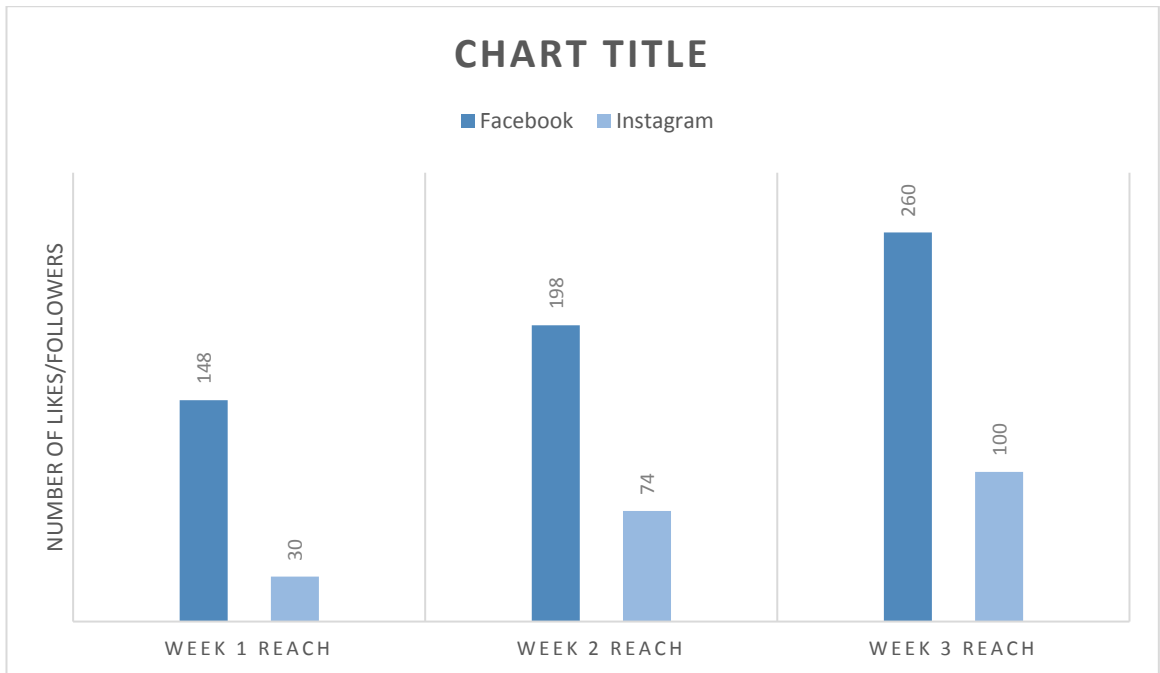


Figure 22. Instagram and Facebook comparison chart

Was the campaign a success? The overall objective of the digital marketing plan was to launch a social media presence for Odessa Comptoir that reflects the company's core values and brand identity. The objectives for Facebook were not reached, as there are 240 page likes still missing, however with the sponsoring of the page in coming weeks, Odessa Comptoir will be able to reach audiences that we could not for the time being. An interesting point to mention is the perfect 5/5 review that Odessa Comptoir has on Facebook since the opening date.

The Instagram campaign was indeed a success, leading to more than 100 followers and 30+ likes per post. The continual use of hashtags such as #odessacomptoir and the ge-localisation will continue in order to influence customers and the public to do the same.

## **5 Discussion**

This thesis focused on the launch of social media communications for a new restaurant/bar, Odessa Comptoir, in Lyon, France, prior to the opening date of the bar in the spring of 2017. However, the thesis looked at much more than social media communications since the company was new and their core values needed to be defined. Working with a business that is starting everything from A to Z in their business processes, only two months before the opening date, means that a lot of decisions need to be made in haste. Fortunately, the idea of the project became clear quite early on in the process with the help of open dialogue between the company and myself, as well as tools such as the SWOT analysis and the Brand Identity Prism. Before the launch of the campaign, it was unsure whether or not the restaurant would be ready to open on the 12<sup>th</sup> of May, and therefore the analysis of the success of the campaign would not be valid. Fortunately, everything worked out as planned and according to the Gantt chart that was initially setup.

### **5.1 Future suggestions**

In the future, Odessa Comptoir needs to continue the use of the social media pages daily, even if just to check up on the activity. The Instagram should be used to post photos of the cuisine whenever aesthetically pleasing food is made and not forget the hashtags. On a weekly basis, the Instagram hashtags and geotags should be checked to see if the public has posted anything, and if so, then Odessa can like or comment the post, maintaining the open communication with their customers. The Facebook page needs activity every day to post the daily menu or daily events, whenever relevant. If a customer sends a message or comments on the page, Odessa should reply as soon as possible to maintain the level of the response rate high and their interaction with the customers a priority.

A key suggestion would be to vary the information that is shared on both Instagram and Facebook. Tools such as Facebook video, live streaming, Instagram stories, events etc. should be utilized to a maximum whenever possible, keeping the followers/audience engaged.

### **5.2 Self-reflection**

My educational career at Haaga-Helia University began with my initial belief that I would work in sales or marketing for an international business. However, as I grow closer towards the end of my studies, I realize it is never as easy it seems. International business is a challenge, more specifically in regards to cultural differences. This project, alongside

the theoretical knowledge gained through courses I have attended, have given me a well-rounded experience in understanding French and English communication and marketing skills.

Throughout the thesis writing process, I have learnt a lot. Linguistically, by having to translate my daily tasks (i.e, social media updates) from English to French to English. Intuitively, by having to rely on my own self-assurance in making final decisions based on Odessa's identity. Organizationally, by being demanding and responsible for my personal, and others' time management that allowed to plan, create and post social media on time. Furthermore, interacting professionally in a French culture has allowed me to gain perspective and adaptation skills. I learnt to share my ideas, listen to others', and have confidence in my knowledge on branding, advertising, planning etc. This project thesis gave me a lot of creative freedom to work alongside Odessa Comptoir's graphic designer, and it has brought me to believe I would like to continue my higher education studies in graphic design or project management.

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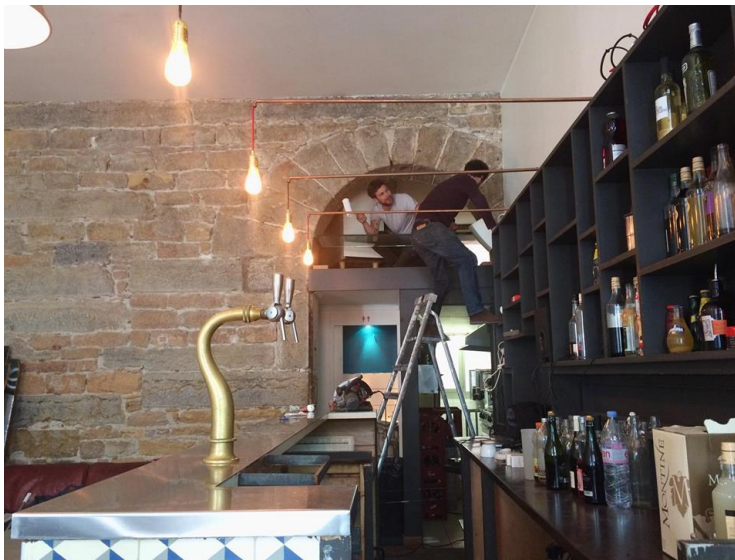
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**Appendix 1. First Instagram and Facebook photos**



Appendix 2. Second Instagram and Facebook post



Appendix 3. Third Facebook post





Appendix 4. Fourth Facebook post



Appendix 5. Fifth Facebook post

