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INBOUND MARKETING FOR SMALL BUSINESS SUCH AS RESTAURANT AND CAFE.

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We are living in the era of digital revolution. Everything we do, everywhere go, there is always a footprint of digitization in our day to day life. Large and small companies are also finding their way to this digitalization movement and connect to their potential customers.

Primarily motivation behind this thesis came from writer's own interest in setting up a small restaurant business. This could potentially guide other new entrepreneurs regarding digital marketing option for their business.

This thesis reviews digital marketing and inbound marketing solutions specifically suitable for the restaurant business. The idea is to find out commonly used Online marketing tools available in the recent time, their functions, overall methodology, their advantages, and limitations. Most of the literature and marketing theories had been reviewed from the context of small business.

The theories and literature of the report are based on a variety of business-related books, internet sources and inbound marketing certification course materials from Hubspot. This thesis focused on all of the concepts of inbound marketing, digital marketing, and restaurant business.

In this thesis, the mixed method was used to collect research data. In order to get practical insights about digital marketing and restaurant business, two groups of participants were involved in this research process.

The finding of this thesis indicates that digital marketing tools are ever changing. Marketing trend also changes rapidly to adapt to the market dynamics.

CONTENTS

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LIST OF ABBREVIATIONS (OR) SYMBOLS

ATL	Above-the-line
BTL	Below-the-line
SMO	Social Media Optimization
SMM	Social Media Management
SEO	Search Engine Optimization

1 INTODUCTION

In this fastest growing world, the way of doing marketing has been revolutionized by the idea of Digital Marketing. A large part of world's population can be reached by using Digital marketing tools. Possibilities are endless in the rising era of digitalization.

This thesis is an overview of digital marketing practices and trends those are effective for the restaurant business. As a service business, a restaurant's success does not entirely depend on quality services and delicious cuisines only. Most of the successful restaurants are as equally good in marketing their services as in providing quality services. (Bateson & Hoffman, 2010, pp.1-2)

In this thesis the key focus was put on most effective digital marketing practices that are available to a restaurant owner. It is a combination of contemporary theories and acquired practical knowledge by the author of this thesis. Theories and concepts are fully based on inbound marketing strategy. As the chapters develop, there are many examples and definition about inbound marketing strategy. There is a broad overview of digital marketing tools and how they can be deployed by following even outbound marketing strategies. Most of these marketing terms have been thoroughly covered in the chapter called theories and concepts.

The primary motive of this thesis was to help the author himself determine the most effective ways of promoting and operating a newly established restaurant business.

1.1 Background

Marketing has always been one of the core elements of any successful business and organization. Product and services are made for potential buyers and users when marketing makes it possible to connect business with potential buyers. It helps create awareness and provide right services according to customer's need. Marketing not only educates consumers but also builds up a long-term relationship with them and maintain the relation in the future. (Bateson & Hoffman, 2010)

Over the years the way of communication has changed drastically. We know marketing is all about connecting people to business and organization, so evolution in communication methods always leads to inevitable changes in marketing strategies and tools. We are living in the era of digital revolution. Everything we do, everywhere go, there is always a footprint of digitization in our day to day life. Starting from social media,

search engine, digital media consumption platforms, digital maps and the online marketplace have become an inseparable part of today's urban lives. Sometimes we are very dependent on these digital platforms that our lifestyle becomes less functional without having access to these technologies. (halligan & Shah, 2009)

Our lifestyle got sophisticated with the abundance of service and commodities as per our liking. These days watching tv is not as unpleased as it used to be because we have control over advertisements. Our email systems are very intelligent to carefully separate those unwanted marketing attempts as spam. Our landline or mobile has caller ID built in so that we can block those advertisement calls. The traditional way of marketing products and services has become less effective in the era of digital marketing. We don't want to be interrupted by marketers in the face of the extremely competitive market. This un-interruption based marketing style is known inbound marketing. Pulling customers via Social media, SEO and content marketing then converting them into leads is considered as common practice in inbound marketing. (Scott, 2011, pp.1-14)

This thesis contains detailed marketing outline for restaurant and café business which is inspired by inbound way of digital marketing.

1.2 motivation

The primary motivation behind choosing the topic of this thesis was to shed some enlightenment to the prospective entrepreneurs of restaurant and café business in terms of creating digital marketing strategies for their business through inbound marketing approach. As a matter of fact, author of this thesis has developed a keen interest in starting his own restaurant business. During the process of data collection through personal research, the author also came up with an additional motivation to incorporate all those gathered information as a documented version. Eventually, that personal research work became an ideal ground for author's bachelor thesis. After having the topic approver by the thesis advisor Alberto Gonzales, The author started following standard thesis structure and compiled all the researched information into a form of this bachelor thesis.

It is also very important to note, this theis is not going to serve as "one size fits all", which is to say, marketing plan differs from one given perspective to another. Geolocation and socioeconomic attributes play a key role in determining the success of any marketing strategy. The data required for this thesis was collected from different countries which

are vastly different in term of Geolocation, Economy, Education and other attributes which have direct impact on their marketing infrastructures.

However, this thesis could be a potential road map to the restaurant entrepreneurs who want to embrace the idea of inbound marketing and its correlation with digital marketing tools used in today's marketing practice.

1.3 Objectives and Research questions

After having some insights and background of the thesis, now it's time to dive into the fundamental, which is to find out answers to key questions that are related to inbound marketing, digital marketing tools and their effects on small restaurant marketing. As of 2017, some of the most effective digital marketing tools are search engine optimization, social media marketing, landing pages or websites, blog marketing, content marketing and much more.

Following are the research questions:

1. What is inbound marketing and what does it offer to the restaurant and café business ?
2. Which digital marketing tools are in trend in terms of their cost effectiveness and suitability for restaurant and café marketing?
3. How to incorporate the best of inbound marketing strategy and digital marketing tools in the given context ?

This flow chart presented below will give us an overview of the thesis structure and information about alll the chapter contents.
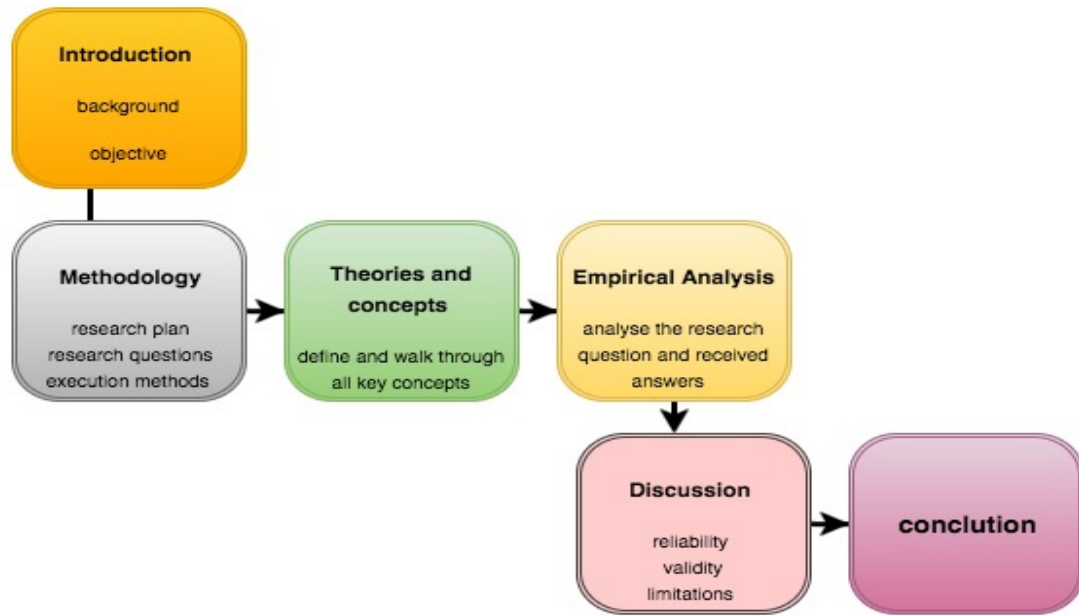
Figure 1 Thesis flow chart

2 LITURATURE REVIEW

In this thesis, the theories associated with inbound marketing are based on a book called **"Inbound Marketing: Get Found Using Google, Social Media, and Blogs"** by Brian Halligan and Dharmesh Shah. Overall digital mrketing theories are reviewed from two other books called " **the New rules of Marketing and PR''** by David Scott Meerman and **"Service marketing:** *Concepts, Strategies, and Cases* **''** *4e* by Hoffman and Bateson. Apart from these books, numorious other sources were reviewed in order to design the theoretical framework.

2.1 Inbound marketing

Inbound marketing might sound a rather unfamiliar term to many, while modern marketing is mostly inspired by inbound way of doing marketing. The traditional way of attracting customers has already been proved to be less effective. In the pre-internet era marketing based on 4ps worked really well, but in the current era of digitalization and internet, marketing has become more complex than ever, relying on 4ps alone is not enough to cope with modern buying behavior which has continuously been evolving in the recent years. (Hubspot, 2017)

People used to get connected to companies via Tv commercial, newspaper advertisement, direct calls, emails or brochures. Those days are long gone, now consumers have become liberated from the persuasion of these direct promotions and less cooperative way of connecting people. Consumers can now decide to do their personal research before making a purchase. The Internet has reached to that level, where people can cooperate with companies without having to get persuaded. (Scott, 2011, pp.1-24)

In 1980s world wide web started it's journey to create a platform where everybody could cooperate and have access to free flow of information. After all these years, the web has become a truly cooperative platform. To understand the true power of web, marketers need to rethink their strategies. (halligan & Shah, 2009, p.15)

Nowadays before buying anything at the very first step people turn to the internet, use a search engine and look for product or service they are interested in. They don't like to get interrupted by fancy marketing effort made by the companies and business owners. That's where an idea of inbound marketing comes in. According to Hubspot Academy "Inbound marketing is an approach focused on attracting customers through content and

interactions that are relevant and helpful — not interruptive. With inbound marketing, potential customers find you through channels like blogs, search engines, and social media — unlike outbound marketing, which fights for their attention. By creating content designed to address the problems and needs of your ideal customers, inbound marketing attracts qualified prospects and builds trust and credibility for your business." (Hubspot, 2017)

In order to understand inbound marketing better, we need to look at how inbound marketing functions in real time. There are methods which need to be followed in right order to achieve outcomes by using digital marketing tools .

Figure 2 Inbound Methodology (pytcy.com, 2016)

2.2 Inbound Methodology

Brian and Dharmesh (2009, page 1-26) explained inbound marketing in their book by following a four step journey called inbound methodology.

2.2.1 Attract

This the first step of inbound methodology. It was already discussed that due to the change in consumer behavior, interruption-based marketing doesn't work like it did a few years ago. Marketers need to come up with relevant information when the audience

actually look for a particular information. For example, someone is looking for a great sushi restaurant nearby. So the person starts searching on google to find relevant information. That particular moment is the ideal time to connect that person by providing information about sushi restaurants instead of interrupting by any irrelevant products information. (Hubspot, 2017; Market Research, 2015)

This is where modern technology like search engine optimization (SEO- there is a detailed section on page-17) plays a great role.Every day billions of users search through the internet, this is an opportunity to collect relevant data from potential customers. Correctly optimized Search Engine can lead to a large number of relevant traffic or customer to the business landing page. (Scott, 2011, pp.350-255)

Use of Social Media is another effective option to attract traffic to the business website. Modern Social media platforms use advanced algorithm to collect consumers data which are valued by marketers. Every platform has it's designated features, by which businesses and marketers can attract the right traffic. For example Google and facebool Blogging or creating remarkable content is another effective way of attracting right customers. Power content or articles create significant lead for a business.

2.2.2 Convert

After putting all the efforts at attract stage, it is time to get the benefit of those marketing actions at Convert stage. SEO, social media and remarkable contents social or blogs drive traffic to the landing page of a business. Regular visitors of these marketing hubs start to show their interest in actual product or service at this stage, thus subscribe to the email list, social media notification or more recently browser notification available in some of the modern browsers. In an instance of restaurant marketing, usually, an initial discount is offered for first-time visits or online order in return for getting them added to the subscription list. (halligan & Shah, 2009, pp.1-39)

2.2.3 Close

In this phase, some of the visitors from the previous stage, become a real customer. It is considered as one of the most important stages in inbound methodology. An effective buyer persona and clear map about buyer's journey can make a smooth transition from visitor to customer. For example, there are food bloggers who have a various choice for blogging, Instagram is one of the most popular platforms for a food blogger. The visitors of a blog are hooked by remarkable content available on a specific Instagram channel in picture or video form. At this stage, some of those visitors click the embed link under the post and land to a landing page, where they can extract information to make a buying decision. This stage is known as "Close". Good inbound marketers make no mistake in converting a visitor to final customer. (Hubspot, 2017; halligan & Shah, 2009)

2.2.4 Delight

There was a time when delighting or providing after sales services were only seen as a responsibility of day to day business action. But inbound methodology suggests a very profound effect of this term called delight which is the final stage of inbound methodology. For an organization, it's a long term investment which leads future growth in the business. Delight stage refers to solving customer's problem or recommendation to improve the user experience. In the long run, it will have impacts in creating the overall positive user experience. Interaction with the customers usually helps businesses stand out in the crowd and add to the competitive advantage. Ultimate positive interaction plays a vital role in improving a company's bottom line and reputation. (Merisavo, 2005; Buyerspersona.com, 2017)

2.3 Buyers Persona

The best way to perceive semi-fictionally ideal customer's want through obtaining their genuine information; and understanding their mindset, demographics, preferences, motivations, behaviors, and goals with some select instructed hypothesis.Business growth depends on prospective customers, so it is important to understand the need of the existing as well as target customers. It becomes very easier to sell a product/service

to its target customers when the buyers' personas are identified. (Hubspot, 2017; halligan & Shah, 2009)

Buyer personas must not be based on assumptions. Only actual research on ideal/targeted customers can provide the utmost insight about buyer personas. Actual information is needed to tailor and launch business content. As a result, customers will feel like they are going to get what they expect. In order to create a complete persona profile, customers are being asked for some several different categories of questions during their persona research. Persona research can be started by interviewing with existing customers because they are already engaged with the company and likely to help identify targeted customers. These interviews help understand potential customers' goals, behaviors, and what drives them. Some demographic data such as education, age, location, status are needed to collect to develop customer' personas. Qualitative information collection is one of the main concerns of the interview. Interviewers need to gather stories and quotes from interview subjects/questions that relate to their lifestyle and practices and uncover their behavior and goals. Buyer personas can be personalized by giving the personas name, personal background, personalities, distinct traits and even photos. It helps the hypothetical form easily bring to life. (Buyerspersona.com, 2017)

2.3.1 Interview Question Topics

Background: The basic information about the customers like where do they work, what are their roles etc is essential to keep in record. For example, Calvin is a software engineer at the largest software firm in the city; he regularly goes to the 'X' restaurant at lunch time. He does not bother about prices but time is important to him as he is always in a hurry to go back to his work in time. He becomes annoyed when things take a long time. As he orders the same item every day and he is in hurry always, hence the restaurant staffs are aware of giving quick service to the customer. (Hubspot, 2017; Buyerspersona.com, 2017)

Demographics: Demographics information holds record about gender, age, household income, status etc. Suppose, a young unmarried lady, whose age is 25 years, usually at late evening she goes to the 'X' restaurant with her friends. As she is single and loves to dinner with many friends she comes when any promotional discount is offered. (Hubspot, 2017)

Like her there so many young ladies who are concern about the discount offers.

Identifiers: Identify customers' nature of the behavior. Someone likes to keep calm, and some others like to fun, even someone likes to use their laptops while taking a cup of coffee. It is really important to understand what type of environment is expected to their potential customers. (Buyerspersona.com, 2017)

Common Objections: Each customer has different motivations, values, behaviors and interests. A different example comparing above' two is that A man with his family comes to his nearest X restaurant in different family occasions for dinner, he always wants healthy foods with a lower price and is looking for a family-friendly environment. His common objections are about price and environment. (Hubspot, 2017)

Real Quotes: Quotes depend on buyer' experience and perception about what services they are given as solutions and their expectations. Although it's difficult to consider and satisfy all types of customers at a certain/same time, buyers persona data helps associated with this problem. (halligan & Shah, 2009)

Figure 3 Buyers persona (Buyerspersona.com, 2017)

2.4 Small Business

Small business is the base model to execute this research. When we talk about small business it is often referred to the business which is owned and operated independently, with limited premise and revenue. Due to nature of this business management, finance and marketing are relative less complicated compared business bigger capital. To name some common example of small businesses are such as local restaurant, clothing stores, gymnasium, beauty shops, online clothing outlets, pc& mobile phone servicing point and so on. (SBA, 2016)

2.5 Digital Marketing:

Digital marketing –concept if very often mistaken for online marketing, which is not right. Digital Marketing is any activity, which is aimed at transferring a message to the targeted audience (i.e. potential customer) through the means of electronic devices, which are connected to World Wide Web (internet) or may not. Online marketing is one of its elements which contains a number of sub-methods of using online to promote a product/message/brand to the targeted audience. (J.F, 2005)

Online sub-methods are also called channels of communication, tools, using which you can send a carefully crafted message to the targeted audience. Depending on the amount of research, the company did, in identifying key interests and segmenting the targeted audience, one or another campaign might have a different success. (Scott, 2011, pp.141-49; Jones, 2009)

Some of the most widely used tools are: **Email marketing, Social media, Display advertising, Affiliate marketing, Search marketing, Game advertising, Online PR, Video advertising, Infographics, Website banner advertisement, Content marketing, Adwords marketing (recently invented by Google)**. (Scott, 2011, pp.149-49)

Some of the elements mentioned above are using online; some do not, but the similarity in-between all of them are the fact that they are made and displayed using electronic devices.

This method of advertisement is also referred to as being a part of below-the-line (BTL) promotion methodology. Proctor and Gamble introduced this concept in 1954. Above-the-line (ATL) promotion is referring to a mass media methods of advertisement, which cover large audiences and not taking into consideration their personal taste, preferences or individuality of decision-making process. (J.F, 2005; Alan, 2017)

Below-the-line(BTL) promotion is using advertisement and promotion methods which pick up potential customer individually, creating some specific advertisement elements for them, taking their preferences into consideration, and specifics of decision making process. Digital and online marketing is referred too as Below-the-line (BTL) promotion because using latest CRM system, firms are able to gather information about customers tastes, preferences, decision-making elements (elements which convinces the customers to make a purchase) and analyze data, in order to make best offers. (Alan, 2017)

Online marketing has a number of sub tools or sub functions, which are making up a large part in doing business online in the fast developing world. These concepts are called CRM, SMM, SEO. (Customer research manager, Social Media Marketing and Search Engine Optimization). These concepts have a wide range of uses, over the next part of the chapter most important ones will be discussed . (Scott, 2011, pp.249-57)

2.6 Social Media Marketing (SMM)

It has become an integral part of modern marketing, a method of delivering news in the fastest way possible. This tool is used by both small and large online stores to introduce new products, discounts, or events which have something to do with national of religious holidays. This is extremely useful, fast and short channel of communication with our end users, customers, clients, and consumers. (Scott, 2011, pp.173-91)

A short communication channel, helps you to receive feedback about the product (new product) or about customer service, which clients experienced which in the retail showroom or restaurant. There are varitey of Social media platforms available today, some of them are used for social intereaction and recreational purpose (i.e. Facebook, Twitter, Instagram,snapchat). On the other hand there are social media platform used for professional purpose such as Linkedin. All these platforms can be used as a marketing hub for the specific target group. The success of Inbound marketing largely relys on how effectively the power of social media is used. (halligan & Shah, 2009, pp.27-126)

2.7 Search engine optimization (SEO)

SEO is one of the most important elements, which have to be completed before launching any kind of a website or online store. It is vital, because of search engines such as Google, Yahoo, etc. They have their own, specific search algorithm, which is analyzing each page and gives it a number on the page and a page. Therefore, if the website is not SEO optimized, and a customer searches 'sportswear' on google you might risk end up on page 15 at the end of the list. (Scott, 2011, p.252)

In order to be ahead of competitors and to get best quality traffic, it is necessary to optimize all text on the website to best suit search engines algorithms. services such as 'adwords' introduced by Google, may help the situation if your website or online store is poorly presented in terms of text and SEO. Adwords is a service which we have to pay for, and this service brings you up to the page 1 and the top of the list if customers search words that you chose. This is an expensive but very reliable method of getting quality traffic on your website. (Hubspot, 2017; Scott, 2011)

However, Inbound marketing always inspires to create SEO strategy by investing some efforts rather than paying to be on top the first page of the search list. After all, an organic SEO is valuable for organization as it has long term effect in term of online reputaion. (Merisavo, 2005; halligan & Shah, 2009)

2.8 Email marketing

In the era of digital marketing, this particular tool is probably the most classic way of engaging new customers and retaining the existing ones. The idea of email marketing started becoming popular since the beginning of 90's when email system became accessible to mass people. At the beginning, email marketing was used to spread the promotional message to the potential client. With the advancement of technology and communication mean pattern of email marketing also changed drastically. Marketers had to reinvent ways to cope with the fast change in technology and people's lifestyle. Nowadays reaching targeted customers is not that straight forward like it used to be some years ago. There are the handful of legal requirements which came into action since 2000 all across Europe and other developed countries. As a result, sending emails to personal email address requires prior consent from the email receivers. Modern filtering systems make email marketing fairly difficult to reach targeted group. (Jones, 2009; Scott, 2011, pp.159-70)

It is very common nowadays that email marketing is not always able to engage potential customers with businesses. Most of the time promotional emails end up its way to the spam folder. Successful email marketing encompasses following techniques:

1. Core message should be clear and precise. Because emails filled with lengthy message often left overlooked by readers

2.Predicting possible questions that readers may ask after opening the email. So before delivering a message thinking from the perspective of readers could help come up with the best answer to the question.

3. Emails must contain a link to product landing page or company website. Adding pictures is not a good idea because most of the reader won't be able to see it on the different platform. Instead of a picture, well coded HTML page can be linked to the email. **4.** Mention that email is sent to registered address and permission was taken in terms and condition. Otherwise, email might be reported as spam and future access to that email would be lost. (Hubspot, 2017; Merisavo, 2005)

2.9 Infographics Marketing

Information technology has widened the possibility of captivating human attention by a various tool available to today's marketers. Infographic is one of the most powerful of those. As we know human mind is very responsive to visual information processing. 50% of our brain processes the visual information that we receive through 70% of sensory receptor embedded in our eyes. (Council, 2017)

Figure 4 Example of Infographics source: (Market Research, 2015)

Infographic is a graphical visualization tool which is also an innovative way of presenting contents that are used by the marketing experts to draw the attention of targeted segment of a market. It also makes sure that information is well understood and absorbed by targeted audience. Digital marketing experts don't rely only on video or audio as a tool to narrate a story or message to target audience. Research claims that

story telling by using infographics tool works better in terms of marketing output. It also leaves comparatively long term impact on our mind. (Jones, 2009)

2.9.1 Benefits of using infographics as marketing tool

Out of all the visual and print medias, Infographic is arguably one of the most effective tools to capture people's attention. It combines set of written texts, pictures and design in an innovative graphical way to make it easier for target audience understand and process the information. In 2010 Brooke Barnett and Barbara Miller explained the importance of infographic visualization in their recently published research. "On their own, text and graphics are both useful yet imperfect methods for communication. Written language allows an almost infinite number of word combinations that allow deep analysis of concepts but relies heavily on the reader's ability to process that information. Graphics may be easier for the reader to understand but are less effective in communication of abstract and complicated concepts. combining text and graphics allows communicators to take advantage of each medium's strengths and diminish each medium's weaknesses." (Barnett, 2010, p.63) Increasing the brand awareness always remains in marketer's top priority in terms setting up goals from the marketing campaign.

2.10 Comparing inbound digital marketing to traditional marketing:

In order to make this a valid argument, it is necessary to look into the concept of 4P's, which describes the business analyses of its value proposition. 4P's consist of price, place, product and promotion. Online/digital/offline marketing are all a part of one P, which represents a promotion. Traditional marketing is mainly focused on Above-the-line(ATL) promotion methods, which cover a wide range of potential customers without taking into consideration their tastes and preferences. This type of promotion was mainly represented through Radio, TV, newspapers, magazines and bill-boards. This is a poor communication channel, as according to neuro-marketing research, conducted by Martin Lindstrom (MartinLindstrom, 2015) visual advertisement, which is aimed at masses and does not hold a specific message that not only catches your attention but also motivates you to take some actions, does not work. Therefore, can be seen as a waste of marketing or advertisement budget. (Alan, 2017)

Traditional marketing is only effective when used with a specific purpose, and with a specific target. For example, a bill-board only 100-200 meters away from the shop, showing the direction will work. People that are heading to the shop for the first time will appreciate some guidance in terms of direction. On the other side, if somewhere in the city, a bill board informs people that there is a store on the other side of town, it is absolutely useless, and will not trigger response and motivation to action from potential customers perception. The conversion rate will be extremely small, not even refinancing the bill-board. (lindstrom, 2016)

Traditional media is classic, customers are used to it, and some of the traditional advertisement and promotion methods are a must have in any business. For example, if you have a store, you need an external visual differentiation, in order to let the customer, know where you are and what this place is. This is an old method, but it is necessary.

Online marketing is different from traditional marketing, and it was much described already. It has many benefits. It gives better data and statistics to make a better value proposition and to become more competitive on the market. Creating a sustainable competitive advantage is extremely important and should be a priority for any business. (Bateson & Hoffman, 2010; halligan & Shah, 2009, pp.1-9)

3 METHODOLOGY

In this chapter, there is a brief overview of which type of research approach, method, sampling style were adopted during the data collection. Theories and concepts related to methodologies are based on the book called "Research Methods for Business Students" 4e by Mark Nk Saunders. But theories are not limited to this book only, there were other books and electronic sources used to create research design for this thesis. The following sections of this chapter are put in the order, which was followed by the author during thesis design phase.

3.1 Deductive approach vs inductive approach

The first step of desiging a research starts with identifying the most suitable research approach based on which, the whole action plan is created. Choosing the right approach is one of the crucial part any research design. (Dudovskiy, 2016)

There are two broad approaches available for reasoning the research process. They are called **Deductive** and **Inductive** reasoning approaches. **Deductive** reasoning approach is most commonly adopted for business and academic research. In this approach, researchers review the already available theories and then extract hypothesis as per as the research's needs. After narrowing down the hypothesis, in the observation phase, data is collected in oder to test the hypothesis. At the final stage, the researchers accept or reject the theoris based on obervation or data collection. In general, this approach associates with quantitative methods. (Mark Nk Saunders, 2009, pp.500-14)

According to Gulati -"**Deductive** means reasoning from the particular to the general. If a causal relationship or link seems to be implied by a particular theory or case example, it might be true in many cases. A deductive design might test to see if this relationship or link did obtain on more general circumstances" (Gulati, 2009, p.42)

Inductive approach on the other hand, takes the complete opposite approach to Deductive reasoning. It doesn't rely on theories to begin with the research. In this approach, at first, observations are made then research pattern and hypothesis are made based of observation. This type of approach is popular among scientific research, even it has application in business research as well. (Dudovskiy, 2016; Mark Nk Saunders, 2009, pp.500-14)
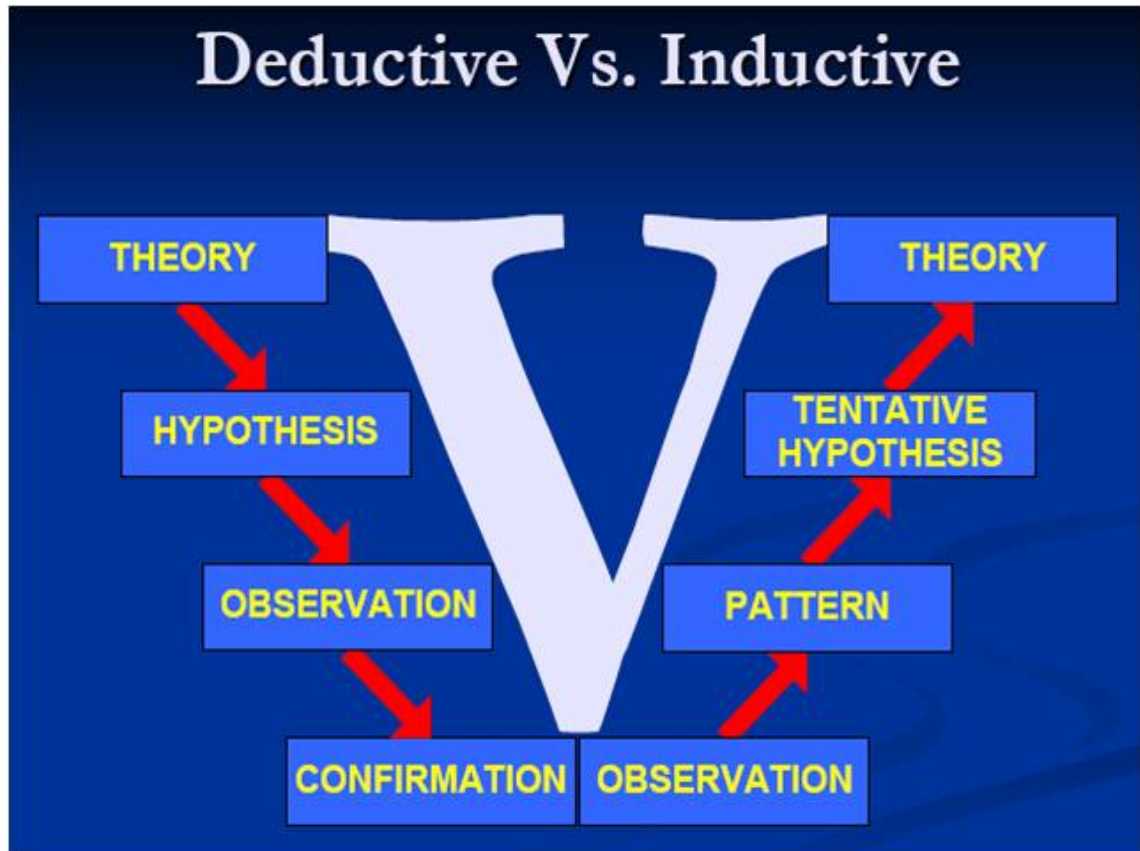
Figure 5 Deductive approach vs Inductive approach (source: bp.blogspot.com)

In this thesis, the Deductive reasoning approach was used through out the whole research process. At first, the author reviewed the contemporary theories associated with digital marketing. Then the key focus was put on a narrower premise, which was inbound marketing. After addressing the coherence between hypothesis and research topic, in the observation phase data were collected by using questionnaire and semi-structured interviews. In the end, the analysis was made to confirm the theories which have been addressed during the process of the research.

3.2 Quantitative methods

Under this approach, data is collected in numeric form and presented as statistics with conclusions. This method emphasize on objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. (Mark Nk Saunders, 2009, pp.414-76) Quantitative research focuses on gathering

numerical data and generalizing it across groups of people or to explain a particular phenomenon. In this type of research approach, answers are usually structured and designed by researchers. Respondents do not require to present any personal insights to answer the research questions. Most of the answer can be chosen from given options which can be numerical or small data set. This method is deemed as most popular in terms of scientific research, business research or academic research. Target groups are often asked the same questions which make it easier for researchers to analyze on which prospect majority of the respondent agree most or least. (Libguides, 2016; Social Research methods, 2017)

3.3 Quantitative methods

This particular research approach puts emphasis on achieving a deeper understanding of specific research subjects rather than a large sample of subjects. The primary aim of qualitative research is to absorb detailed data, structure, pattern and order of information to be collected. This type of research also referred as ethnomethodology or field research. (lindstrom, 2016; Market Research, 2015)

Respondents are given freedom to tailor their answer to the research questions. Data is collected as a draft form, so there are possibilities of modifying information in the process. It may take years to conduct a qualitative research considering it requires a lot of raw concepts and information from the subject. Expenses are also huge compared Qualitative research. Scientific researcher and social researcher prefer this method as the primary method of collecting information. (University of Wisconsin-Eau Claire, 2017) As a matter of fact, due to the type of information, this thesis required Qualitative method to be used along with Quantitative method..

3.4 Mix method

As the name suggest, in this type of research approach data is collected by using both qualititative and quantitative methods. Due to the nature of the research and source of information to be collected, mix method is often abopted by researchers in order to incorporate both numeric and quality attribute of the research topic. There are a number of ways to do mix method research such as concunrrent , sequential and multiphase mix method. (Social Research methods, 2017)

In this particular thesis, the author chose the concurrent style of mix method to extract data from research sample. From the first target group, some of the data were, which was obtained as the numeric value. But most there were qualitative data required from this target group. Since both qualitative and quantitative data was needed, use of mixed method was ideal in this context. Apart from that, rest of survey and interviews were mostly based on qualitative methods.

3.5 Sampling

Sampling is one of the most important aspects of any research, in the case of this thesis, it was just as important to determine the right type of sampling. Some researchs require the data to be collected from each and every context possible.Some There are two types of sampling techniques available, which are **probability** sampling and **non-probability** sampling. In probability sampling subjects are randomly picked from the vast pool. This type of sampling requires highly accurate process based on probability theory. In order to make sure, all randomly picked sample have equal probability. On the other hand, in non-probability sampling subjects are chosen as per as the requirement of the researcher. In this type of sampling technique, all the samples are not given an equal chance to be picked up. As subjects are choosen depending the specific requirement of the research. (Mark Nk Saunders, 2009, pp.233-40)

In this thesis, the **non-probability** method was used as a sampling method. The author chose the research subjects of both groups based on his own judgments. To say more precisely, self-selection type of non-probability sampling technique was used in this thesis. The **Self-selection** sampling allowed the author to pick up subjects based on accessibility while making sure that all the subjects are enough representative of research issue.
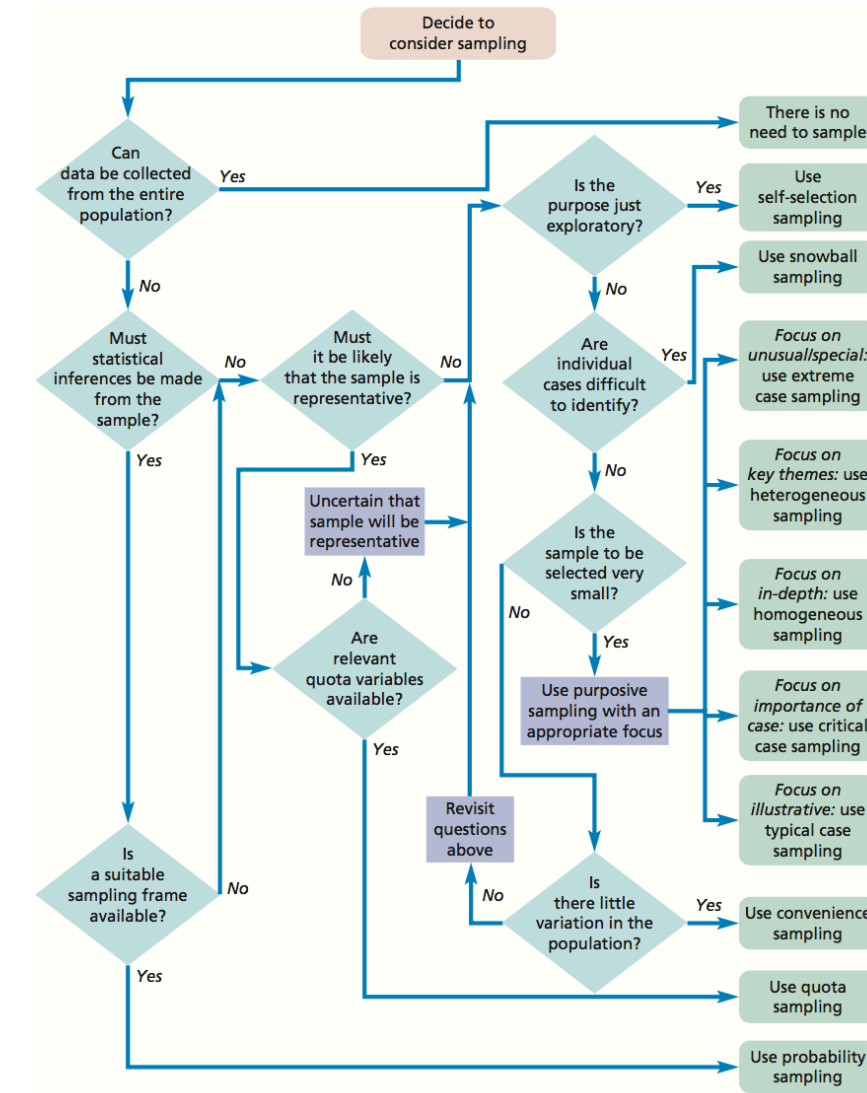
.

Figure 6 Non-probality sampling (Mark Nk Saunders, 2009, p.234)

3.6 Data collection & Target group

Data required for the research was collected from both primary and secondary data sources. There were two target groups to collect information from. **The first group** was potential the consumers of small businesses in general. A questionnaire consisting of a number of questions was prepared. These questions were focused on consumers of small business in general. Later on, upon receiving a suggestion from thesis advisor, a new questionnaire was administered to address the key focus group which is consumers of small restaurant and cafe business.

From the first target group, the potential consumers, most of the information was collected directly from the respondent's answers and interview of the questionnaire. The authore was able to collect necessary primary data directly from the subject group, there was no secondary data involved in this particular target group.

 On the other hand, **the second group** was the owner of restaurant and cafe. A list of questions was accumulated in order to gather data from this target group. However, there was no questionnaire made to collect data from this group. Both primary and secondary data were used in this case. Some of these owners were from the author's aquiantance, some were randomly pricked to bring diversity in this group. Semi-structured interviews were taken from the respondents who were accessible to the author. The secondary data collected from reliable internet sources was used for those who were not accessible for an interview. In both cases, author followed a list of questions which is available in the appendix.

3.7 Reliabity and Validity

In every research, the data collection procedure should produce a consistent and stable output at every given time when the procedure is applied. For example, in order to collect data, we often use questionnaires and interview questions. These measurement tools should provide consistent and stable results in every repeated action. **Reliability** measures the extent of repeatability and consistency of data produced during the data collection procedure. (Dissertation, 2012)

This Idea of **reliability** can be further demonstrated by a contrived example such as: To measure the width of an Apple we need a scale, if the scale gives us the same result at every time the Apple is measured, we can say the scale is reliable. One the other hand, if the scale provide different units of result at every time, we can confirm that the scale has lower realibility.

There is another very important attribute of any research called **Validy** which needs to be made sure along with realiability. **Validity** is the extent to which it is confirmed that data collection tools are pruducing coherent and relevant results which serves the purpose of a research. A study or research can not be deemed as good research by achieveing only reliability. It is very important that data collection tools provides both reliable and valid results, because without one , the other can alter the acceptabilty of a research. (Social Research methods, 2017)

Validity can be easily explained by using the same example of Apple such as: Now that we have a reliable scale which can give accurate unit every time we measure it. But the scale gives us the unit result in inches when we were expecting it to provide us units in centimeters. In that case, the scale has reliabiliy but no validy in term of results.

The **reliability** of this thesis can be examined by answering the following question; Will the questionnaire and interview question yeild identical data if this procedure is reaaplied?

In the case of surveys done with the first target group, reliability should be high as long as same sampling technique is used. However, The author suspects that the reliability of the data collected from second target group is compromised because of high dependency of secondary data from the internet. In order to offset this limitation, in the analysis chapter the author chosen data two instances. One represents data obtained from a direct interview the other is obtained from secondary data.

In terms of **validity**, the questionnaire and interview questions were prepared based on available theories. In order, o make sure the validity of this, additional survey was made so that there is coherence between collected data and research objective.

4 ANALYSIS

This chapter consists of the analysis based on the interview and collected data from the research context. Lets recap to research questions again before going straight to the analysis.

Following are the research questions based on which this thesis has been developed.

1. What is inbound marketing and what does it offer to restaurants and cafes ?
2. Which digital marketing tools are in trend in terms of their cost effectiveness and suitability for restaurant and café marketing?
3. How to incorporate the best of inbound marketing strategy and digital marketing tools in the context of restaurant business?

In this thesis there are **two subject groups** from which information was collected to conduct this research. **First group** is potential Consumers of restaurant businesses. On the other hand, group of restaurant owners was **Second group** from whom other type data was collected during the research process. Earlier in the research methodology chapter it was clarified that mix method had been implemented in this data collection process.

4.1 Group 1

The effectiveness of inbound marketing tools which are used to promote product or service of small business greatly depend on how customers comprehend the information they receive from marketers. To find out customer's behavior, their preferred method of communication they were asked a number of questions and they were also given a list of option to choose as an answer. Basically, a questionnaire was sent to the selected participant from different age group and different location. The primary objective was to acquire enough response from the participant. The goal was to receive at least 25 responses if not more, but this number finally ended up 16. There was an alternate way to get few more respondents. The Same questionnaire was used to do an interview with few more respondents to make it 25 in total. this research. The author thought sample less than 25 would decrease the validity of the research.

Below are the analysis of questionare sent to the **survey 1** respondents who were the customers of restaurant and silimar small businesses. This survey was done by using **Google Form** in january 2016.

4.1.1 Questionnaire 1

In the first question respondents were asked to provide information about their age and current location.

From the answer received, it is apparent that most of the respondents were from young demographics. The location of the respondents were almost 100% from urban areas of the country they were residing
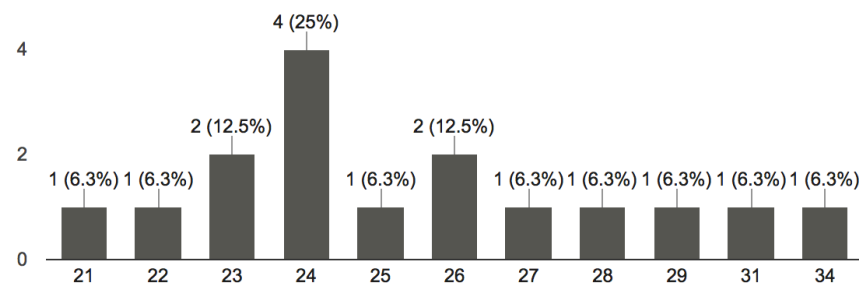
Your age and location
16 responses

Figure 7 Age distribution and location

The next question was about customer's preferred way of finding a restaurant, coffee shop, cinema or beauty shop nearby.

The main Idea was to learn more about customer's behavior when it comes to searching these service point or shop in their everyday life.

From the answers received from the customers, it is apparent that 75% of the respondent would try Google as their primary searching option. Whereas, there is still a good part of the customer who prefers not to use the internet and they would rather walk round to look for those shops.

* If you were to search for a local gym/restaurant/beauty shop how would you start with your search ?
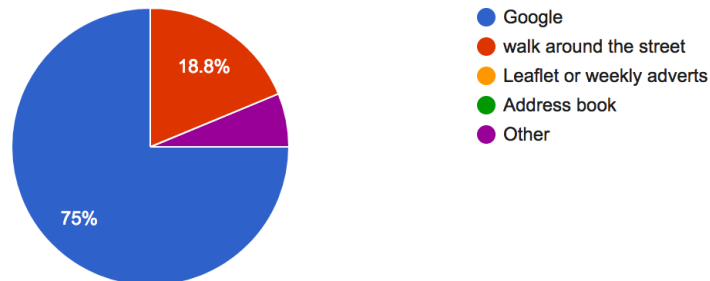
16 responses

Figure 8 Favorite search option

This question contained a number digital media and respondent were to choose which one they are not familiar with.

The Idea was to learn about customer's awareness of the powerful and most effective marketing tool that often used by small business to draw attention and connect people. From the answer, we can see most of the respondent are not familiar with those effective marketing tool used by the business. It has some advantage on buyer's psychology. Even though they nor familiar with those tools still they are somehow targeted by a potential marketer. As a result, while using those platform customers are not overly cautious about becoming a victim of marketing scam. For examples, customers receive information about product or service from marketers by the help of google analytics, SEO, Google insights without even knowing how these actually work. Again lack of awareness can be a disadvantage. For example, Trip advisor and yelp are the biggest review website for Restaurant or tourism sector throughout the world. It is like a hub of useful information for the potential customer to help them make the proper booking. From the research, it was apparent that not so many people actually know about these platforms. Even a few years ago yelp and trip advisor were indisputably popular means of tourism sector marketing. Now it is shifting toward other social medias. People tend to rely on user rating put on the dedicated Facebook page of particular shops or service point. In the 3rd question, they were asked about most commonly use digital media

* which of the following you are not familiar with ?

16 responses
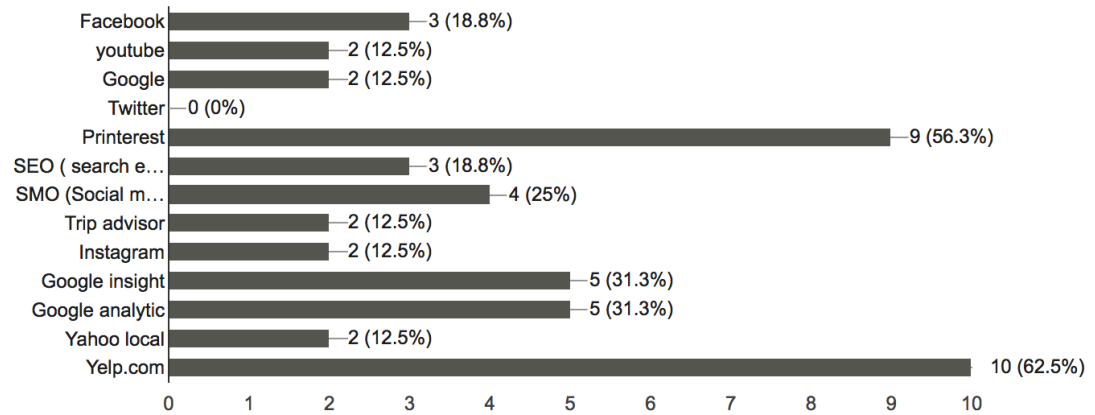
Figure 9 -most familiar social media

This question helped author acquire information about respondents most commonly used digital or internet media.

Their answer illustrates that Facebook is the most popular plat form followed by YouTube, Google, and Instagram. This information would be helpful for small businesses in term of employing proper marketing technique in the most popular platform.

* which of the following you use in your everyday life ?

15 responses

Figure 10- most use social media

In this question, respondents were asked if they follow their favorite shops or service point on social media.

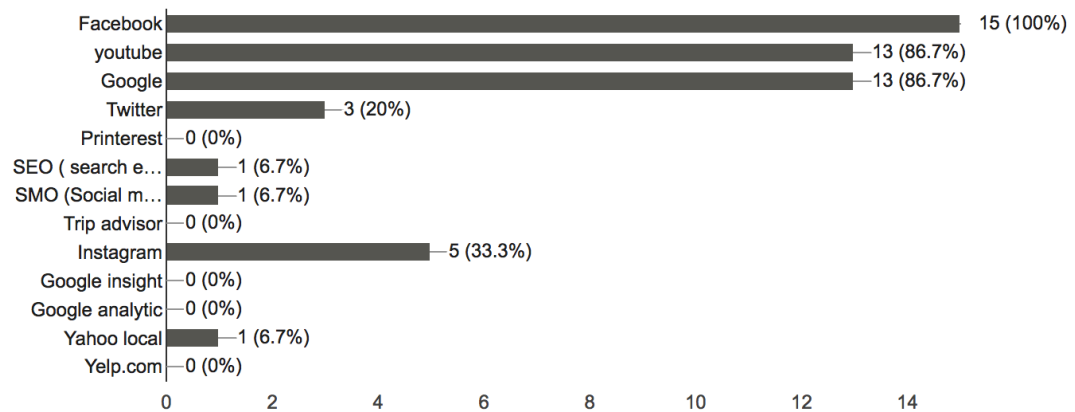Presumably, most of the respondents were found to be following their favorite shops/restaurants via social media. This part is very crucial in terms of retaining existing customers. When buyers are connected to social media page they are aware of the latest product, service, discount or any exceptional opening hours. Nowadays Facebook page is also used as 24/7 communication solution by many small enterprises. In many situations, young buyers prefer this method over email communication. For example, world remit is remittance exchange company. They use the Facebook page as their primary marketing activities and 24/7 communication channel.

In this question, respondents were asked if they rely on online reviews

From the answer, it is apparent that most the buyer these days highly rely on reviews put on various web pages and social media. It is very obvious that neutral review from the real buyer can heavily influence buying decision of some people.

* Do you sometimes rely on review websites for making a buying decison?

15 responses

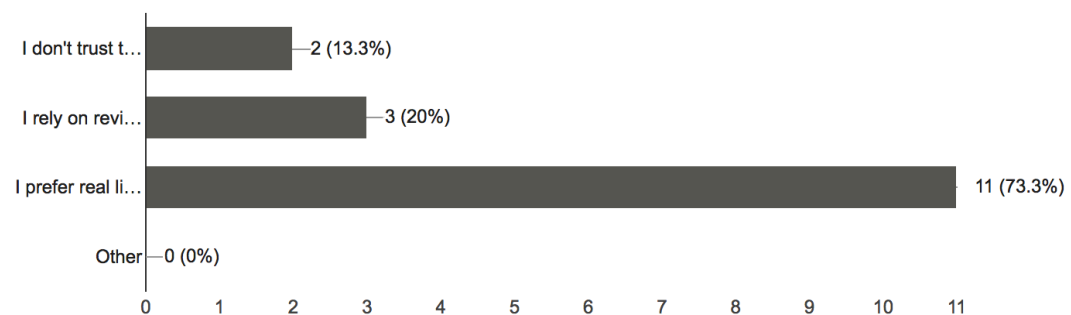Figure 11- dependency on social media

In this question, they were asked what was one thing that catches buyers attention when searching online.

Their answers show the important of an impressive and information website of small businesses. Most of the respondent agreed that an attractive website could easily catch their attention. Some of them also though positive reviews on Facebook would play a

vital role in convincing them for that particular product.

In the final question, they were asked how long they spend on TV/ Radio every day
Unsurprisingly media consumption habit has changed drastically recently. Most of TV and radio contents are taken over by the newer platform like Netflix, Spotify, Hulu, Apple TV and so on. People tend to rely on the internet for their everyday media consumption. This also creates an opportunity for marketers to advertise their product innovatively.

4.1.2 Questionnaire -2

This survey was purely focused on inbound marketing and restaurant business. The survey was answred by previous and some new respondents. The questionnaire for the survey was sent to the respondent to the email and facebook messenger for their convenience. Please refer to appendix- to have a look the survey questions.
Authors analysis from the collected data is presented bellow

Among all the respondents belong to a younger demographic whose age ranged 18-35 years. It is seen that every 3 in 5 people visit the restaurant twice a week and the remaining people visit once a week. Most of them order home delivery very frequently. Before choosing a restaurant or placing online order 80% of the people do short research online and remaining 20% of the people ask their friends and families. Almost 100% of these respondents are active on different social media platform and they are connected to their favorite restaurant's pages on Facebook, Instagram, and Pinterest. 50% of these people look for offers and leave reviews on a landing page or Facebook pages of the restaurants.
Based on the above-mentioned data, it can be said this group represents an ideal target audience for inbound marketing since most of them are actively engage with the ecosystem.
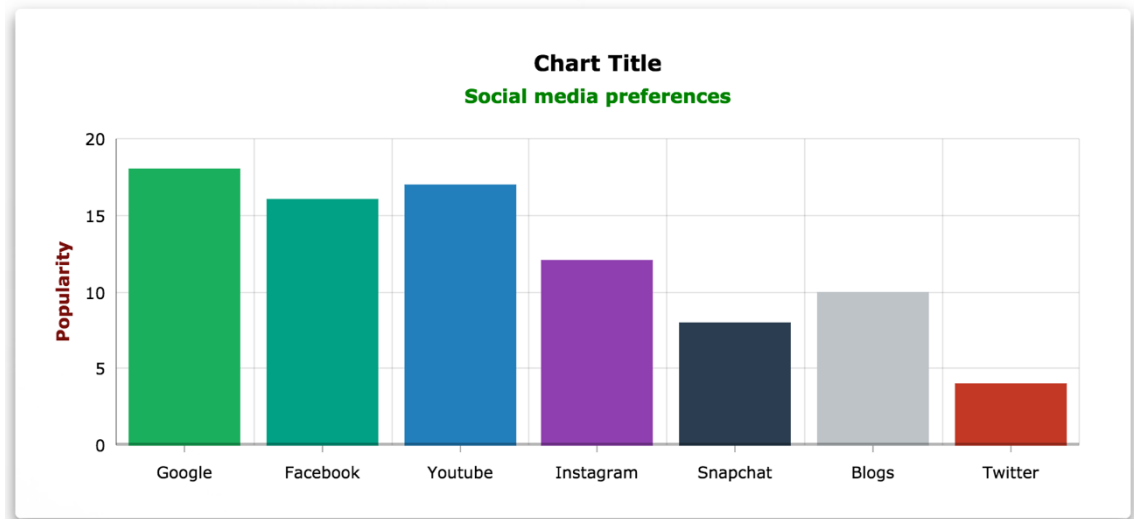
Figure 12 -survey-2 Social media preferences.

4.2 Group 2

Author has randomly picked 7 restaurants and collected data through various channels available. These restaurants are located in different parts of the world. In Some instances information were only available on website, social media channel, a blog of particular restaurants. Whereas the author had the opportunity to ask questions to the owner of restaurants and customers.

This research was done mainly by applying qualitative method. A list of key questions (appendix-3) was prepared to extract data in a form of answer to these questions. In some of the cases, it was not possible to collect data from the primary source, the author had to rely on secondary sources, e.g. website, social media channels.

 Information along with name and location of these restaurants are given bellow

Name	Location	types	Owners information	Use of Inbound marketing	growth
Clouds café & restaurant	Dhaka, Bangladesh	Single branch restaurant	Group of young students	SEO, Social media, Content	steady
Delhi Darber	Turku, Finland	Single branch restaurant	Family business	limited	steady
Mad chef	Dhaka, Bangladesh	Multi branch restaurant	Group of young entrepreneurs	SEO, Social media, Content	booming
Pancho villa	Turku, Finland	Multi branch restaurant	unknown	SEO, Social media, Content	steady
Nusret steak house	Istanbul, Turkey	Multi branch restaurant	A passionate butcher	SEO, strong presence on Social media, remarkable marketing content	booming
Shanti	Stockholm, Sweden	Multi branch restaurant	A group of cooks	SEO, Social media, Content	steady

Mclovin cafe	Dhaka, Bangladesh	Single branch restaurant	An established businessman	limited	shrinking

4-1 list of Restaurants

During the data collection phase, the author tried to find answers to the list of questions he prepared(available in the appendix). There were various method applied to gather information such email interview, browsing through the restaurant websites, phone interview, direct interview etc. Since this 2nd group of subjects is very diverse, and located in different parts of the world author had to apply a variety of method to extract data.

After analysing the data collected from all the subjects the author picked up two instances that illustrate the power of inbound marketing. In the following section, success story of a Turkish restaurant called Nusret steak house is presented bellow.

4.2.1 Nusret steak house

The following case is prepared from the interview questions (appendix-3) for the second target group this thesis. Since the author was unable to reach any reliable representative of the restaurant, it was entired based on secondary day available on the internet.

Nusret steak house was named after the owner Nusret himself. In 2010 he started in steak house in the buzzling city of Istanbul where he had a sheer number of competitors already in the market. Nusret steak house started as small just like every other new restaurant, Nusret wanted to set his restaurant apart from other's, he wanted to make his restaurant a meat lover's dream. (Lila, 2017)

Nusret steak house have managed to develop quality and distinguished brading by offering unprecedented service and a wide collection of dishes for meat lovers. But it was not until early 2016 when Nusret discovered a way to market his restaurant and dishes. He embraced the modern marketing tech to promote his business. Of course he was not

even aware of the fact that all he was doing is harnessing the power of inbound marketing. (Travel, 2017)

He started creating videos for his Instagram page which later on become the marketing hub for his restaurant. There is distinct style in all of his video content which he uses to get attention from people and connect them with his business. This is how he created hundreds of remarkable content in a form of videos. (Nusr-et.com, 2017)

Usually his videos are all about him preparing delicious recipes in such a dramatic way and his signature way of seasoning the meat after preparing.He managed to create his branding by making remarkable content. All he did was recached out to the millions of meat lovers and attracted to them to his business without even persuading them. During the year of 2016 Nusret built a robust social media base which he currently uses as marketing hub. He successfully transformed his steak house with help of inbound marketing. Now Nusret is in the process of making his small restaurant to restaurant chain which will have outlets in major cities of the world such London and New York. Nusret represents one of the many successful instances of embracing inbound marketing and unleash the potential of a business. (Lila, 2017)

From the information above, we can see that Nusret used his powerfull vedio and picture contents to catch audience's attention. We can also notice, how he managed to turn his contents to an instrument of viral marketing. According to inbound marketing strategy, nusret did not persuade his target audiences by direct marketing. Even though, in many cases he did apply inbound marketing methologies, yet the author doesn't confirm his prior knowledge about inbound marketing. However, with proper knowledge about inbound marketing techniques a lot can be achived with in shortest time.

4.2.2 Chaldal

The author also had an opportunity to interview the owner of a similar type of business which is not exactly a restaurant business.But the findings from this interview contributed to a great extent, in order to achive research goal. The following case is prepared from the answeres of interview questions.

There are a countless number of challenges that the new startups face during the start of the journey. It was no exception for a start up like Chaldal either.In the first year, the startup did not manage to have a good grip on the market. Most part of the population in

Bangladesh is not well educated. Access to the internet is only limited to certain group of people in the big cities. Dhaka is a city of young population, life is buzzing here day and night. Young people are more tend to do their shopping online. Even though shipping on time and quality of the product have always been biggest concern among online shoppers. So gaining trust consumer incredibly difficult in a city like Dhaka.

After another not so impressive year chaldal realized that there is no alternative to taking some aggressive marketing steps via internet marketing. The company determined its target age group, as it seemed younger population of the city tend to have access to internet and online shopping habit. Older age group stay rigid to their conventional way of doing things. Every family has its younger member who can influence the buying decision of everyday grocery shopping. In chaldal's market segmentation younger age group was always the key target.

Ultimate business success can be achieved only by converting young citizens of the city into a regular customer. Chaldal started marketing campaign via newspapers, TV, Radio and other conventional means of advertising. Unfortunately, the result was far from what was asked for. This time the company started advertising and promoting their business on Facebook, google banners and so many other online platforms. Within very short time results have stated to show up. After having some promising result chaldal started to put more of their marketing efforts via digital marketing platforms.They started promoting their product and shop on YouTube add, Spotify and banner in popular online newspaper. By the next two years, chaldal won the trust of the city dwellers. Busy citizens started relying on this online grocery shop. The importance of quality product and service can not be replaced by anything but still, quality product and top distribution service will be put into good use if a business can not reach it's ultimate customers.Chaldal wanted to become amazon fresh of Dhaka. Even though it had all the positive factor to become successful and market leader, still it was not achievable until the right type marketing strategy applied. Ultimately chaldal established its position as leading online grocery shop in the capital city of Bangladesh.

From this interview, we can clearly see that chordal started their journey with a big aim to become the leading grocery supplier to restaurants and homes. But in the beginning, they were unable to connect to their potential buyer which are largely individual customers. Later on, they have managed to percieve the importance of deploying digital marketing. We can also notice that chaladal used both traditional and digital marketing tools simultaneously. But a massive shift in their sales started to show up soon after embracing digital marketing tool such as social media marketing, improved order system online, optimization for Goole search. Although they have seen a good result from utilizing digital marketing option, they still require maintaining traditional marketing channel to target older demographics and restaurants.

4.3 Discussion

At this stage of the thesis, if we iterate through the literatures and the data collected from this research, we will be able to picture the outcome of this thesis.

The main objective of this thesis was to review contemporary digital marketing option and create an effective inbound marketing guide line for a restaurant business. From the information received directly from potential customers and owners of selected restaurant business, we can certainly notice an on growing dependency on digital marketing tools and inbound marketing. Success of a restaurant business largely depends on its active presence in social media, the remarkable contents that connect people to the business, a landing page serves as information bank and its availability on search engine.

Owners are aware of these digital marketing tools and know how to achieve the best out of these tools. The importance of bulding a strong social media presence is given high prioty, probably considered as an essential marketing practice in today.

Custommers are becoming interactive and tech savy, they tend to give value to the overall experience rather than just quality food.

5 CONCLUTION

After testing theories and concept by collecting data , now it is time for the author give his final verdict by accepting or rejecting the theories. Lets have a look the research question one again.

1.What is inbound marketing and what does it offer to restaurants and cafes ?

Inbound marketing is a type of pull marketing which utilizes the use of digital marketing tools such as social media marketing, SEO, content marketing, langing pageand many more. Baes od the location and target customer, Inbound marketing can offer a very effective marketing statregy for resraurant business.

2.Which digital marketing tools are in trend in terms of their cost effectiveness and suitability for restaurant and café marketing?

Acording to litareture and research data, the most effective digital marketing tools are Search Engine optimization,Social media management, Content markeing and landing page.

3.How to incorporate the best of inbound marketing strategy and digital marketing tools in the context of restaurant business?

Since inbound marketing is heavily dependent on digital marketing tools, marketers should be aware of the inbound marketing methology at the first place. Then they will be able to utilize contemporary digital marketing tool which suits their perpective. For example, some restaurant see success by optimising Google search, whereas others smphasis on content marketing and website/landing page.

However, the purpose of this thesis was not to establish inbound marketing as the only way available to the restaurant business owners. Inbound marketing is more about interaction with customers and passage of information, in order to build a long term relation with customers. The cost of inbound marketing is significantly lower than other traditional pull marketing or outbound marketing. It usually takes time and effort to build inbound marketing channel for a restaurant. Most of the other form of marketing action can be done by only spending money, whereas inbound marketing is not all about spending money.

Inbound marketing could be a ground-breaking solution in urban areas where people are educated and have access to the internet. It is also very easy to implement in a context where the target group is younger age group. On the other hand, Inbound marketing approach has numerous challenges to tackle in those part of the world with low education, limited access to the internet and digital media.

It all comes down to one fact, which is how businesses are connected to the potential customers. In some context, Inbound marketing brings remarkable success, whereas in some areas traditional outbound marketing approach still outshines inbound marketing.

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APPENDIX-1

Usage of Inbound marketing tools

inbound marketing practices

The purpose of this questionnaire is to collect data from random restaurant/cafe visitors.

1. **How often do you visit restaurant ?**

   [   ]

2. **How often do you use home delivery service by your favourite restaurant ?**

   [   ]

3. **Do you consider doing a little research before choosing a place to have your dinner/lunch?**

   [   ]

4. **Do you collect information from online platform ?**

   [   ]

5. **What is the first thing you do during your little research ?**

   [   ]

6. **Do you follow any restaurants page on social media?**

   [   ]

7. **Which are the social media platform that you use most?**

   [   ]

8. **During your decision-making phase, how important is customer's review?**

   [   ]

9. **Do you often visit landing page /web site of restaurants?**

   [   ]

10. How important is it for a restaurant to have presence on social media

   ☆   ☆   ☆   ☆   ☆

1

11. How much is your decision influenced by customers review?

☆ ☆ ☆ ☆ ☆

12. How often do you utilise any offer/coupon provided by your favourite restaurant?

☆ ☆ ☆ ☆ ☆

APPENDIX-2

Small business & Inbound marketing

This survey questionnaire is designed to investigate and collect data from prospective customers of small businesses (such as online retails shop , barber shop, cafe/restaurant). Participants are expected to answer the following questions to help me determine the roles of digital marketing in building relationship between customers and businesses.

* Required

1. **Your name and email** *
   Name/email

   _____

2. **Your age and location** *
   age/location

   _____

3. *** If you were to search for a local gym/restaurant/beauty shop how would you start with your search ?** *
   Mark only one oval.

   ( ) Google

   ( ) walk around the street

   ( ) Leaflet or weekly adverts

   ( ) Address book

   ( ) Other: _____

4. *** which of the following you are not familiar with ?** *
   Check all that apply.

   [ ] Facebook

   [ ] youtube

   [ ] Google

   [ ] Twitter

   [ ] Printerest

   [ ] SEO (search engine optimization)

   [ ] SMO (Social media optimization)

   [ ] Trip advisor

   [ ] Instagram

   [ ] Google insight

   [ ] Google analytic

   [ ] Yahoo local

   [ ] Yelp.com

5. *** which of the following you use in your everyday life ? ***
Check all that apply.

- [ ] Facebook
- [ ] youtube
- [ ] Google
- [ ] Twitter
- [ ] Printerest
- [ ] SEO (search engine optimization)
- [ ] SMO (Social media optimization)
- [ ] Trip advisor
- [ ] Instagram
- [ ] Google insight
- [ ] Google analytic
- [ ] Yahoo local
- [ ] Yelp.com

6. *** Do you sometimes rely on review websites for making a buying decison? ***
Check all that apply.

- [ ] I don't trust them
- [ ] I rely on review sites and influence my buying decision
- [ ] I prefer real life reference over internet
- [ ] Other: _____

7. *** When you search for cafe,beauty shop, servicing point or online shop which of the following convince you about those shop? ***
Check all that apply.

- [ ] If the shop name appears in the first page of Google search
- [ ] A great website with information well defined
- [ ] Facebook reviews
- [ ] YouTube reviews
- [ ] Map location
- [ ] Other: _____

8. *** On social network do you follow the shop that you often visit ? ***
if yes why ?
Check all that apply.

- [ ] to get product or service updates
- [ ] special discounts & offers
- [ ] Just to keep in touch
- [ ] Other: _____

9. * **How many minuets/hours do you spend on internet everyday ?** *

_____

_____

_____

_____

_____

10. * **How much of your time do you spend on TV/Radio everyday ?** *

_____

_____

_____

_____

_____

11. * **Do you think these digital marketing tools rendering an important job in terms of educating potential customers ?** *
    Check all that apply.

    ☐ Yes they made information about product/service more accessible

    ☐ I prefer watching TV/radio commercial,printed leaflet over these tools

    ☐ yes I can share my experience with other potential customers

    ☐ Other: _____

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APPENDIX-3

These are the questions used during interview with the owners of Restaurant and café.

- ➢ When was the restaurant established ?
- ➢ How good is the location of the restaurant ?
- ➢ How many employees are working there at the moment
- ➢ How many branches are available ?
- ➢ Is the growth satisfactory ?
- ➢ Who make the majority of your customers (new/repeating customers)?
- ➢ Would you share your marketing strategies that brought success?
- ➢ How intense is the competition?
- ➢ Online presence(Landing page, Social media and
- ➢ How do you handle online booking by own Restaurant order system or third party service
- ➢ Do you have content manager for your social media channels or other marketing hub?
- ➢ What is your future goal ?