



LAUREA
UNIVERSITY OF APPLIED SCIENCES
Together we are stronger

Social media marketing plan for Stefan's Steakhouse

Aho Laura
Pesonen Maria-Riikka

2017 Laurea



LAUREA
UNIVERSITY OF APPLIED SCIENCES
Together we are stronger

Laurea University of Applied Sciences

Social media marketing plan
Case: Stefan's Steakhouse

Laura Aho
Maria-Riikka Pesonen
Degree Programme in Business
Management
Bachelor's Thesis
December, 2017

Laura Aho
Maria-Riikka Pesonen

Social Media Marketing plan for Stefan's Steakhouse

Year	2017	Pages	x
------	------	-------	---

This thesis is focusing on making a updated marketing plan for Stefan's Steakhouse. Stefan's Steakhouse restaurants are located in many cities around the country but the thesis focuses on the one that is located in Helsinki. The steakhouse is a bit more expensive than average restaurants and is located next to the Esplanade park.

The aim of the thesis is to create a marketing plan focusing on social media marketing. The thesis is going to take a look on different social media marketing channels and what kind of content attracts attention, what are the social media channels where people do research on restaurants and where do they follow them.

Stefan's Steakhouse hasn't had a marketing plan before and hasn't been active in any other social media channels than Facebook and their website. The aim for the thesis is that the company gets an easy to read and understand marketing plan. In the final marketing plan, there will be shown what kind of content attracts customers to the chosen social media channels' and where in social media are the target audience most active in.

In the theory part of the thesis there will be about marketing, digital marketing and social media. We will also do a SWOT-, PEST-, and Benchmarking- analysis. The theory is available as articles online, from previous marketing classes and from literature. It was also agreed that information would be collected via sending a questionnaire to the already existing Ravintola.fi customer membership list. To motivate the people to answer the survey, Stefan's Steakhouse will give out a three course meal for free (not including the wines) to one of the people who answered the questions. The full customer survey can be found in the attachment.

The execution, the content marketing plan, can be found below after the theory section. Before publishing the thesis, the social media marketing plan and the thesis were evaluated by the client in order to be able to do all necessary changes. The outcomes of the content marketing plan met with set goals and the client intends to use the finalised content marketing plan.

There were few development suggestions given to the company for the future. The marketing plan was created for the current situation of the company and they should develop it when getting new resources. It was also decided that the company would not create Twitter, since the customer survey showed that it wasn't among the most used channels.

Keywords: marketing, social media channels, social media marketing

Table of Contents

1	Introduction	6
2	Starting point	6
3	Goals	7
4	Restaurant industry	8
	4.1 Restaurants and social media	9
5	Stefan's Steakhouse	9
6	Theoretical framework.....	9
	6.1 Marketing	10
	6.2 Marketing plan	11
	6.3 Digital marketing	12
	6.4 Marketing mix.....	12
	6.4.1 Four P's	13
	6.4.2 Three additional Ps	13
	6.5 Customer survey.....	14
7	Social media	15
	7.1 Facebook.....	15
	7.2 Twitter	16
	7.3 Instagram	16
	7.4 Tripadvisor	17
	7.5 Eat.fi	17
	7.6 Competitors followings.....	17
8	Analyses.....	18
	8.1 PEST	18
	8.2 SWOT	19
	8.3 Benchmarking.....	19
9	Customer survey.....	20
	9.1.1 The survey results.....	20
	9.1.2 Reliability and validity	27
10	Marketing plan for the case company	27
	10.1 Information.....	27
	10.2 Market analysis	28
	10.2.1 Benchmarking	28
	10.3 Marketing objectives	29
	10.3.1 Marketing strategy	30
	10.3.2 Marketing mix.....	30
	10.4 Marketing budget.....	31
	10.5 Social media marketing	31

10.5.1	Facebook.....	31
10.5.2	Twitter	32
10.5.3	Instagram	32
10.5.4	Development ideas.....	33
10.6	Outline of social media sharing schedule	33
10.7	SWOT analysis.....	34
10.8	PEST analysis.....	36
11	Conclusions.....	37
11.1	Evaluation from the company.....	38
11.2	Self evaluation.....	39
	References	40
	Figures	43
	Tables.....	44
	Appendix 1: The survey questions	45

1 Introduction

The purpose of this bachelor's thesis was to create a social media marketing plan for Stefan's Steakhouse restaurant. The restaurant is situated in Helsinki, next to the Eteläesplanadi and it was opened in 2012 by chef Stefan Richter. He also has four other steakhouses around in Finland and these are located in Tampere, Ruka, Jyväskylä and Turku. The first one was opened in Tampere in 2011.

Stefan's Steakhouse Helsinki has never had a structured marketing plan. The only social media channel they have in addition to their homepage is Facebook. The restaurant has long thought of creating an Instagram page, but no one has had the time, which is why it was decided that this thesis will have a marketing plan for three social media channels, Facebook,

2 Starting point

This thesis will contain a thorough social media marketing plan for Helsinki's Stefan's Steakhouse restaurant's social media channels. The implementation included executing a customer survey for the client list and a wide scale benchmarking analysis. The social media channels that will be researched will be Facebook, Instagram and Twitter.

The intentions of this thesis were to examine what kind of content on Facebook, Twitter and Instagram will get the most attention of the social media users. The company also wanted to get a few analyses for the company, so this thesis will also have PEST and SWOT analysis. The other questions supporting the main questions are

- What type of content attracts most attention?
- What are the social media channels that people do most research on?
- In what channels people follow restaurants?

The survey will have an important part on trying to get an answer to those questions. Stefan's Steakhouse has a customer membership list and the survey will be targeted to them. The aim of the research is to get Stefan's Steakhouse active on its social media channels and to get new customers. The ultimate goal for the thesis is to make a social media marketing plan that the restaurant will adopt. It was decided with the company that Facebook, Instagram and Twitter will be the three social media channels which will be analysed and figured thoroughly thanks to the theory and the customer survey. The company suggested this thesis idea, because they have only a Facebook page, but no other social media channels. The company would like some of its employees to update their new social media channels Instagram and Twitter.



Figure 1: The structure of the thesis process

As the figure above shows, the thesis will have four different parts. First one is the introduction - in which the goals will be stated, theory - about social media, SWOT, PEST and marketing plan, research and analyses, which will include theory research, survey, SWOT and PEST analyses, and the last part is to analyse the outcomes and after this, the final results can be published and a marketing plan created.

3 Goals

The goal of the thesis is to create a content marketing plan for Stefan's Steakhouse. Stefan's Steakhouse also wanted to get a few analyses, SWOT and Pest for them, but the thesis will also include a benchmarking analysis. The company did not want the marketing plan to be too complicated, so that it will be easy to understand and to use, but it will include all the required information that the company needs about social media marketing. The company has never had a marketing plan, and since social media is a big thing nowadays, the marketing plan will save the company unit's resources and time and it will give them a marketing plan that is up to date.

The goals for the thesis are to make the marketing plan well functioning and useful for the company, and also to increase their social media channels' visibility in order to get new customers and to improve the Stefan's Steakhouse's marketing online. The analyses of the marketing plan will give the company an idea about their strengts, weaknesses, opportunities and threats (SWOT), and PEST analysis will measure the Political (P), Economic (E), Social(S) and Technological(T) factors for the company. The benchmarking analysis will give a good baseline when comparing other steak restaurants are in the metropolitan area of Helsinki.



Figure 2: The goals of the marketing plan

4 Restaurant industry

The restaurant industry consists of professional restaurants, bars, and other food service providers that allow customers to enter, order food, and eat on the premises. The restaurant industry is typically considered part of the hospitality industry. Restaurant industry employs a wide range of different types of employees from waiters to managers. (Wisegeek)

Increased competition, changes in consumer needs and rising costs are good examples of the evolving nature of the food service industry. A restaurant company has to constantly explore new ways to connect with old and new customers and also learn how to maintain a grip on related trends. Social media is a driving force in the restaurant market industry. Using social media channels efficiently is really important in the restaurant industry. It is said that a picture says more than a hundred words, thus the best way for a restaurant to market themselves is to post pictures on social media. (Edwards 2013.)

Stefan's Steakhouse does not have any social media marketing plan and that is why this thesis is being made. Working and an up-to-date social media marketing plan could benefit a company tremendously. Below are some examples of how restaurant could benefit from social media marketing. (Edwards 2013.)

Restaurants and social media

The best restaurants do not just sell food—, they sell experiences. For many customers, social media is part of the appeal of dining out in a nice restaurant because the customer can share the moment and the experience in social media channels. Companies have started to create competitions and rewards for the people who post a picture about their food or restaurant using the company's hashtag.

“Social media also holds the restaurant accountable for quality and consistency. When customers are encouraged to share their experiences with others, every dish counts and your restaurant is incentivized to better understand the impact food presentation has on guests' perceptions of food quality”. (Edwards 2013.)

The more customers can find on social media, the better for the restaurant. Customers reward companies posting positive reviews and sending good feedback. When other people are searching information about restaurant, the opinion of other people do matter. It is important to follow different channels and look for the negative things people have posted and comment on them and correct them in the restaurant so that the negative comment won't be posted over and over again. The question survey had the question number 9 about how easily are people affected by the bad reviews and it proved that not all are taken back by bad reviews.

5 Stefan's Steakhouse

All the Stefan's Steakhouses located in Finland perform under Ravintola.fi organisation. Ravintola.fi is one of the biggest restaurant groups in Finland. Ravintola.fi operates over 100 restaurants, cafes and nightclubs.

Stefan's steakhouse Helsinki was opened in 2012 by chef Stefan Richter. He also has four other steakhouses around Finland and they are located in Tampere, Ruka, Jyväskylä and Turku. The first one was opened in Tampere in 2011. He is also opening a new Stefan's Steak House in the summer of 2016 in the city of Hanko, in the building where there used to be a restaurant called HSF. Stefan is known for his participation in Top Chef Season 5 and 10 in America. (Stefan's Steakhouse 2016)

6 Theoretical framework

The theoretical framework of the thesis is based on various books, esources and the customer survey. Theoretical framework also includes the social media channels that are analysed in

chapter 7. Reliable sources were chosen and all the links are from legitimate websites. The theoretical framework was used to help understand different marketing concepts, strategies, social media and the different analyses. The analyses that will be done with the help of the theoretical framework were decided with the company. It was agreed that PEST, SWOT, benchmarking and marketing mix were the most useful ones for the company. These analyses were conducted in the marketing plan as well as the customer survey, which can also be found in appendix 1.

Marketing

When talking about marketing people usually think of different kind of advertisement they see in magazines, TV and online, but actually marketing is more than selling a product. The point of marketing is to satisfy customers needs and wants. Marketing can be explained as “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.” (Kotler et al. 2008 ,5-6.)

The process of marketing starts before the company has a product to sell, they need to determine if there is a profitable opportunity for the company to succeed. When the product is launched the marketing process keeps going on so that the company can provide new better versions of the products and also gain new customers.

There is a five step model that shows us how the marketing process is done. The marketing process is explained in the figure below. (Kotler et al. 2008)

Five-step model

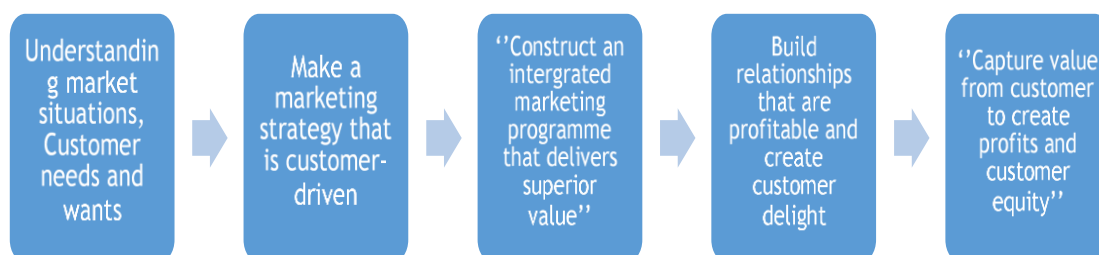


Figure 3: Five-step model
(Kotler et al. 2008 ,6-7)

Marketing plan

Marketing plan is the part of the business that outlines the marketing strategy for a product or service. Marketing planning is made by researching and analysing the current situation, markets and customers included; developing and documenting the objectives, strategies and programs of marketing; and also - in order to achieve the objectives, implementing, evaluating and controlling marketing activities. The marketing plan is the concrete form of document, which covers a particular period and summarises what the marketer has learned about the marketplace in question, what will be accomplished through marketing and how the marketing will be accomplished. (Wood 2004)

According to (Wood 2004, 27-28.) marketing planning is the process of writing a marketing plan, which includes researching and analysing the markets and marketing tools. The planner must carefully evaluate the market situation and target markets to find the correct marketing tools and marketing channels to reach the marketing objectives of the company.

Wood (2014, 5.) gives the basic framework for a marketing plan as follows

Current marketing situation to analyze the current environment. This part can include a SWOT analysis, competition and market analysis and external/internal situation analysis.
Target market, customer analysis, positioning. A description on the desired target market, an analysis about the customer segmentation as well as an overview on customer behavior and the planned positioning of the company in the current market.
Objectives and issues. A list of objectives and desired outcomes as well as possible issues.
Marketing strategy explains the overall strategy for reaching the objectives.
Marketing programs explains the actions that support the marketing strategy.
Financial and operational plans

<p>Metrics and implementation control explains how the marketing plan is to be executed, evaluated and measured for performance.</p>
--

Table 1: Basic framework for marketing plan

(Wood 2004, 5.)

■ Digital marketing

Digital marketing is the promotion of company's products, services or brand via one or more forms of electronic media. Digital marketing includes two big ways of marketing: search marketing and the internet marketing. Digital marketing includes tv, sms, radio and billboards as its channels of marketing. Search marketing is a marketing method that focuses on purchasing advertising which appear on the result pages of search engines such as Google. Internet marketing includes social media-, content-, banner-, email-, and mobile marketing.

Social media and its different channels have been the latest trend in the internet marketing for a couple of years now. Social media is the term used to describe online platforms that bring people together. The new social media platforms have changed the way people communicate, shop and market. (Chris 2013.)

Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what is not typically in real time.

■ Marketing mix

Marketing mix is the set of marketing tools a company uses in implementing its marketing strategy. There are four major tactical marketing tools in the marketing mix which are often called the four Ps of marketing. The marketing tools known as the four Ps are product, price, place and promotion. (Kotler et al. 2013, 12.) Below is the figure about marketing mix.



Figure 4: Marketing mix (Kotler et. al 2013, 12)

6.4.1 Four P's

The 4Ps of marketing can be explained like the following: (economictimes indiatimes , 2016)

<p>Price</p> <p>It is the value of a product. All depends on how much the cost of the production is, supply and demand. There are also indirect and direct factors that will define what the price is.</p>	<p>Product</p> <p>Is the item that is being sold. You have to have an exact knowledge of the product that you are selling and what makes it unique from the other products on the market.</p>
<p>Place</p> <p>Means the place where the product is sold. The main aim in all of the industries are that, the buying is made easy for the consumer. Retailers pay high prices to get the right location for their shops. ‘‘ In fact, the mantra of a successful retail business is 'location, location, location.'’’</p>	<p>Promotion</p> <p>This means all the actions that has to be done that the service or product will be known to the users and trade. This can include all from word to mouth, advertising to press reports.</p>

Table 2: Four P's of marketing
(Kotler et. al 2013, 12) (Purely Branded)

6.4.2 Three additional Ps

Sometimes additional three Ps are added to the marketing mix. There can be added three or even fours Ps to modernize and expand the mix. The three most used added Ps are people,

process and physical evidence. If there is a fourth P added, it stands for productivity. Blythe (2012) The additional three Ps can be explained as following:

<p>People</p> <p>Practically all services rely on people to perform them, often having to deal directly with the customer. As an example, in a restaurant the waiters are a part of the product the customer is buying with providing their own, often fairly crucial part in the dining experience.</p>	<p>Process</p> <p>When it comes to services, they are most often carried out with the customer actually present: making the process by which the service is being delivered to be a part of what the customer is essentially paying for.</p>
<p>Physical evidence</p> <p>Some physical evidence is present in nearly all services. When it comes to a restaurant, the meal is the physical thing but the bulk of the actual bill is used to provide the intangible elements of the service, for example the atmosphere, the waiters or even the bussers.</p>	

Table 3: Three additional P's

(Kotler et al. 2013, 13)

Because there are many different types of companies it is inevitable that some of these modes are not suitable for everyone. The company needs to determine which of these are most suitable for it and for the product or service in question.

Customer survey

A part of this thesis is to get to know the currently existing and potential customers' social media behaviour. To know what the most useful social media marketing channels are and what kind of material gets the people's attention, the most useful way to get the right answers is to ask directly from the customers. The created questions will give answers to those supporting questions and will help us to understand people's behaviour on social media. The survey will be sent via the already existing Ravintola.fi customer membership list. To motivate the people to answer our survey, Stefan's Steakhouse will give out a three course meal

for free (not including the wines) to one of the people who answered the questions. The customer survey can be found in appendix 1.

7 Social media

Social media marketing is a technique that employs social media. Social media refers to content created and consumed by regular people for each other. It includes the comments that are added at the end of an article on a website, the family photographs that someone has uploaded for a photo-sharing site, the conversations someone has in a social network and the blog posts that comments are published on. (Singh et al. 2012)

Whether a company is small or big, its customers use social media. A company does not have to invest money in social media marketing, so it costs nothing and it is easy to get started. If a company wants, it can invest money in social media marketing. Each social network presents its own possibilities and challenges. The users of individual sites have different expectations of commercial behaviour. There are different social media channels that work for a certain company better than the others. In this marketing plan Facebook, Instagram and Twitter were chosen for Stefan's Steakhouse.

Facebook

Facebook is one of world's largest social media channels. It was created by Mark Zuckerberg and his four friends when they attended Harvard University in 2004. First it started as a program for students at the university and then later on it started to spread to different schools in the Boston area (Facebook 2016) and now it has spread worldwide and has 1.65 billion monthly users (Statista 2016).

On Facebook individuals and companies can create their own profiles where they can share their own pictures and videos, write posts, like people's posts, write private messages, write on people's walls. People who will be able to see what you have posted and on your wall will be the people who you have added or accepted as your friends. When you have accepted your friends you can see when people like different posts and also share them.

People can share and like posts so this would be a good social media channel for Stefan's steakhouse to use. This way a lot of people would be able to see the posts that are posted on Stefan's steakhouse's page on Facebook. (Facebook)

Facebook seems to be the best social media channel to use because it is so versatile. You can post videos and pictures, share news, make questionnaires, you can collect feedback from

people who have liked your page and the list goes on. One other good thing is that you can share pictures on Facebook that you have shared on Instagram.

To have an own page on Facebook is also a good way to communicate with your customers, if they have any questions, concerns or feedback, you can easily answer them and it is probably faster to get an answer via Facebook than email. It is somehow obligatory to answer on Facebook or other followers will see that you have not answered and that doesn't give a good impression if a question is not answered. (Facebook)

If you want to have advertisements on Facebook, companies have to pay for it, but if you promote there they will show the advertisements to people who are interested in your service. But before your ad will show on Facebook you have to choose a budget that Facebook will then follow and the number of days you want that the ad will be seen. Then they will auction the place because there will be other restaurants who also want to be seen. Then Facebook searches for the people who would be mostly interested in your services and shows the ad for them. The budget will be spent when the ad reaches people on Facebook. (Facebook 2016.)

Twitter

Twitter is a social media where the users can post "tweets" that contain maximum of 140 characters. Twitter is not as popular as Facebook is but it still has 310 million monthly users. A lot of live TV shows use Twitter as a place where people who are watching the show can comment what they think of the show and, for example the artist. The Voice of Finland is a show that uses Twitter. (Statista, 2016)

On Twitter you can also share what you have shared on Instagram so this is a big plus that you can also connect these social media channels together. Then you can share for example customers pictures from Instagram and tweet about them.

A good thing about twitter for companies is that it is free, not as Facebook that you have to pay for. (Profitablehospitality)

Instagram

Instagram is an online photo- and video-sharing social network service. You can share your photos either publicly or privately on the application. Instagram is a service that has enabled that you can share your content straight to other social media platforms, such as Facebook, Tumblr and Twitter. Instagram was created by Kevin Systrom and Mike Krieger and it was launched as a free mobile application. Instagram is a really useful social media marketing channel for a company and it is really benefits a company. (Wikipedia 2016.)

A company should start off by doing some research and use Instagram yourself, before trying to use it for the brand. To build your Instagram strategy check best businesses on Instagram page, and other companies from the same industry, both for inspiration and competitive intelligence. After understanding the application, a company should begin to build a Instagram account and strategy. (LePage 2016).

██████ TripAdvisor

TripAdvisor is the most commonly used travel website in the world. There can be found reviews and recommendations about hotels, sightseeings, restaurants, shopping place and things to do. These recommendations and reviews are written by consumers and critics.

On TripAdvisor Stefan's Steakhouse already has a page, where visitors can review the food and service in the restaurant. This way other visitors are able to read comments and see what people think of the place.

(TripAdvisor 2016)

██████ Eat.fi

Eat.fi is a Finnish website where you can review and locate restaurants in major cities in Finland. Stefan's Steakhouse can be found there and customers can write reviews and rate them overthere. (Eat.fi 2016)

██████ Competitors followings

There are a lot of competitors for Stefan's Steakhouse in Helsinki and since Stefan's Steakhouse is just starting to get its social media channels and marketing up to date it is important to get a grasp on how well the competitors are doing on social media. The other steakhouses are likely to have similar audience that Stefan's would like to attract through social media so it is really beneficial to do some research and to understand which social networks are the competitors attracting audience to. The table below shows how much followers are Stefan's competitors having on the three social media channels that we chose for Stefan's. The competitor restaurants were chosen from TripAdvisor's top 10 Steakhouses in Helsinki. (TripAdvisor 2016)

	Stefan's Steakhouse	Manhattan Steakhouse	Grill it! Radisson/ (RAFLAAMO)	Woolshed Bar&Kitchen	Viikinki- ravintola Harald
Instagram	-	-	-	625	-
Facebook Followers	2134	2732	1036 /5963	x	x
Facebook Likes	2201	2778	1379 /6038	9178	32 675
Twitter	-	-	-	-	x

Table 4: Competitor followings

As the tablet shows, Facebook is the most popular social media channel. When comparing these Finnish restaurants to some abroad ones, the social media use in the Finnish ones is on a really low level. Stefan's Steakhouse could easily become Helsinki's restaurant super star on social media, the restaurant's website is really good and the Facebook page has a good amount of followers. They could easily get their Instagram account to become a really good way to attract customers attention and get more customers.

8 Analyses

Eventough the aim of this thesis was to create a well functioning social media marketing plan for Stefan's Steakhouse, the company wanted a few analyses to be conducted. It is important for the company to get a good understanding about the restaurant's environment they are operating in and, as well, understand the competitors, strenghts, weaknesses and opportunities of the company, thus that is why PEST and SWOT were chosen.

PEST

PEST analysis measures the Political (P), Economic (E), Social(S) and Technological(T) factors in a company. These are external factors that can affect your business, so they are factors that you don't have any control of. When talking about the political factors, these can be everything from taxation, employee benefits that you have to have industrial safety regulations. Then there are the economic factors that can affect your company, those can be all from labor costs to interest rates. The S in PEST stands for the social factors like demographics and culture. Then there is still the T left in PEST and T stands for technological factors. Technological factors can be recent technological developments or the impact on cost structure. (NetMBA)

SWOT

SWOT analysis is an overview of the external and internal environments of the company. It holds an important role in the strategic planning process. Internal factors for the firm are known as strengths, weaknesses, and the external factors that can have impact on the firm are known as opportunities or threats. (QuickMBA)

With the SWOT analysis, the company should analyze its markets and the marketing environment they are in. This way they can find identify environmental threats and find attractive opportunities. The company should also analyze its weaknesses and strengths in addition to analyzing the current and possible marketing action in order to determine which opportunities are the best to follow. The company's goal is to strength and attract opportunities in the business environment to match. At the same time, they should also eliminate or overcome the particular weakness of the company and also minimize the threats.

(Kotler et al. 2013)

Benchmarking

Benchmarking is when comparing business operations with another company's operations. Usually you will do a comparison to a business that has a good success in the field they are in. When you are doing benchmarking, you will usually measure the costs, quality and time. There are two different types of benchmarking that can be done internal or external. When you are doing an internal benchmarking, you are for example comparing two different teams in a company. When you are doing the external benchmarking you are comparing different companies with each other. When doing external benchmarking you can do within an industry or then cross industries. Within external and internal benchmarking, you can still divided them in three categories of benchmarking: Proces benchmarking, performance benchmarking and strategic benchmarking. (Benchmarking 2016)

These three types of benchmarking can also been divided to even more detailed categories. There can be for exampl financial benchmarking where you focus on doing a financial investigation of a company, performance benchmarking is where one can comapre another firms services and products with their own. Then there is also strategic benchmarking that is when comparing two different comapnies stregeties, but they are not in the same industry. (Benchmarking 2016.)

9 Customer survey

Quantitative research methods answer to the questions "how much" and "how often". It is a research method where customers express their opinions for the questions asked. The method is a way to figure out phenomena or issues presented with different types of figures. Usually customer survey research has a hypothesis, which is proposed to be the explanation for the phenomenon. A hypothesis can be figured out through a survey, an interview or an observation. (Vilkka 2007, 13, 23-24).

The customer survey research was implemented as a survey. The goal for the survey is to give and collect quantitative information. With the collected material the hypothesis can be tested and the material quantification can be executed (Sarajärvi & Tuomi 2009, 74). The research was picked because it was an easy way to target already existing Ravintola.fi customers. The customer survey was made with SurveyMonkey and because the free version only accepted answers from 100 people, it was decided with Stefan's Steakhouses restaurant manager that the full version would be bought so that we could get as much answers as possible.

It is good to know the respondents are and gender to observe possible differences between them. That is why the first questions asked from the respondents are their age and gender. Research questions in the survey focus on the customer behaviour and social media advertising online. The most important research questions are mentioned below

- What kind of content attracts attention
- What channels are researched before going to a restaurant
- What channels are used to follow restaurants.

The survey was implemented in Finnish, since the organisation which under Stefan's Steakhouse functions is Finnish. The survey had multiple choice questions and open questions. Research results were used to help with the Stefan's Steakhouses new social media channels. The questionnaire was sent out on November 16th and the questionnaire closed on 20th. The survey questions can be seen in the appendix 1.

9.1.1 The survey results

The survey was sent on November 16th and the response time for the questionnaire was four days. During these four days all the ten questions got a different amount of responders, the average amount of answers that we got was 439. The questionnaire was sent to people on Ravintola.fi's membership list who live in Helsinki. The exact amount of people who got the

survey could not be get. Even though the survey time was only four days the amount of answers was more than was expected. The specific results can be seen in the figures.

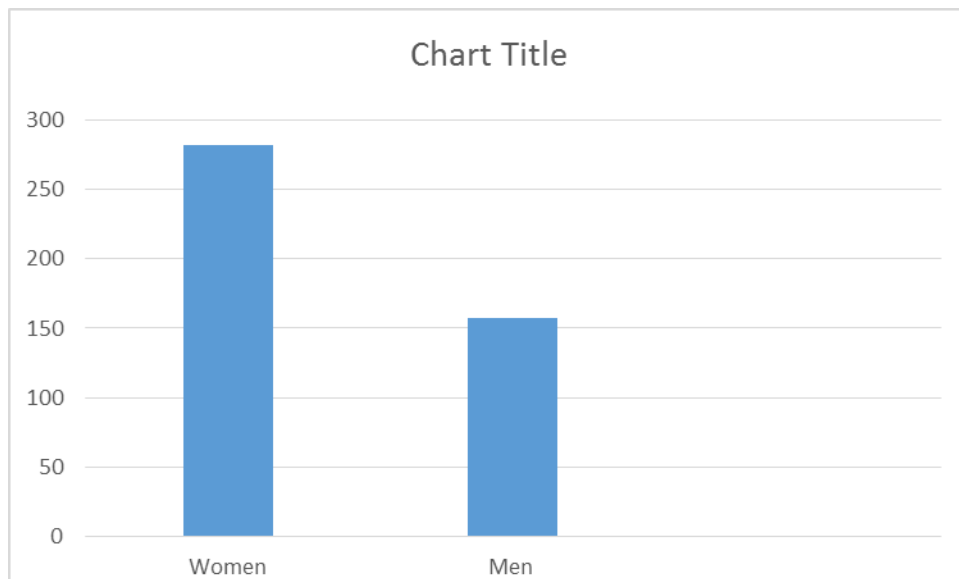


Figure 5: Gender of respondents

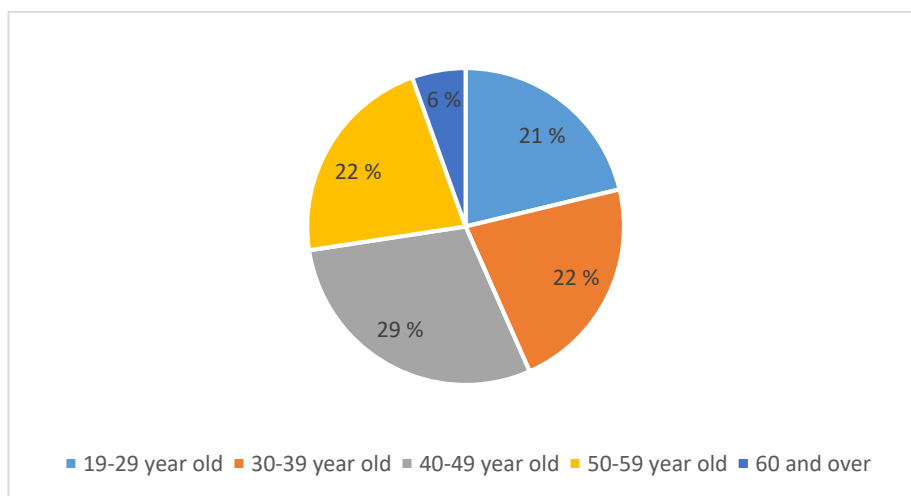


Figure 6: The age of respondents

Above the figures 8 and 9 show most of the participants in the survey, 282 of them, were women and the rest, 157 were men. Referring to figure 6, 21% of the answerers were 19-29 year olds, 22% of them were 30-39 year olds, 29% were 40-49 , 22% 50-59 year olds and 6% over 60 years old. The average age between the respondents was 41,3 years old. Enough replies from all the age groups and both genders were received to analyse the answers, since different age groups might have different social media behaviour.

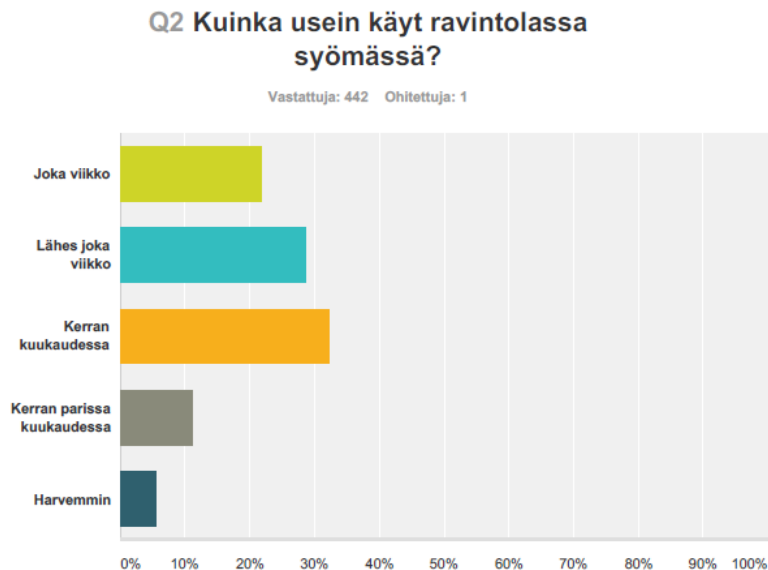


Figure 7: How often respondents eat in a restaurant

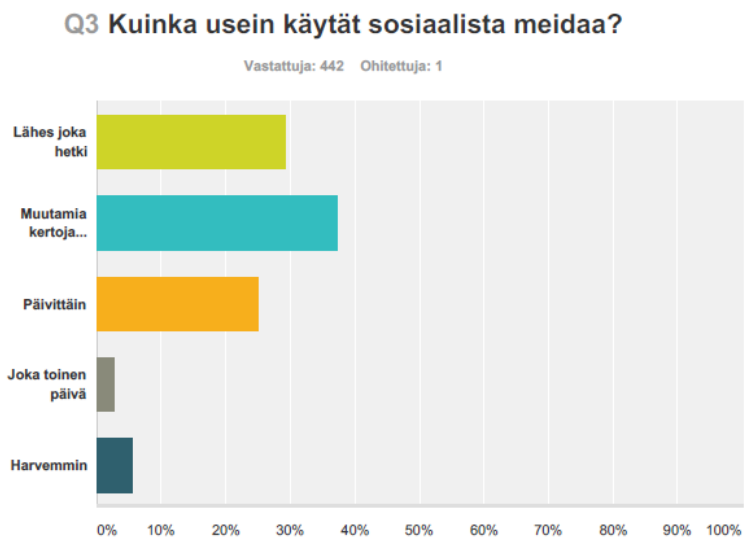


Figure 8: How often respondents use social media

As the figure 8 shows, it was really important to ask the most simple question in this survey, “how often respondents eat in a restaurant.” The answer options were every week, almost every week, once in a month, once in every few months or less. With the help of that question the reliability of the answers got stronger, since it gave knowledge on how often poten-

tial new customers are reached. The other simple question was to know how often the restaurant visitors even use social media. Figure 9 proves that social media is a big part of almost everyone's everyday life. The answer options to the question how often people use social media were almost every moment, few times a day, daily, every other day or less.

Stefan's Steakhouse Asiakaskysely

SurveyMonkey

Q4 Minkälainen sisältö kiinnittää huomiosi sosiaalisessa mediassa?

Vastattu: 435 Ohitettu: 8

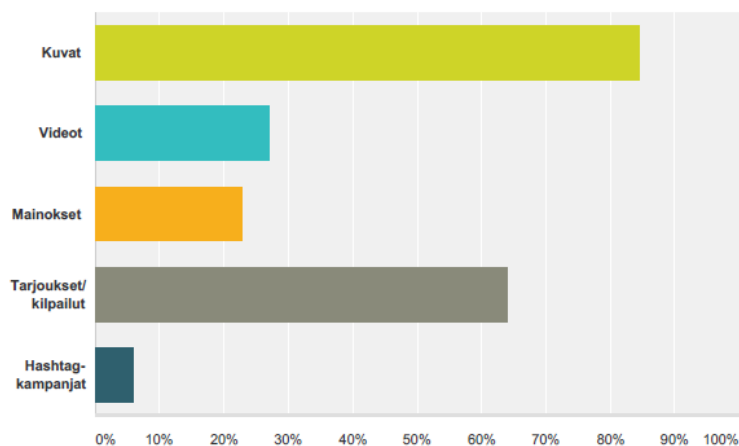


Figure 9: What kind of social attracts respondents attention

Stefan's Steakhouse Asiakaskysely

SurveyMonkey

Q5 Kuinka usein tutustut ravintolaan sosiaalisessa mediassa ennen käyntiä?

Vastattu: 437 Ohitettu: 6

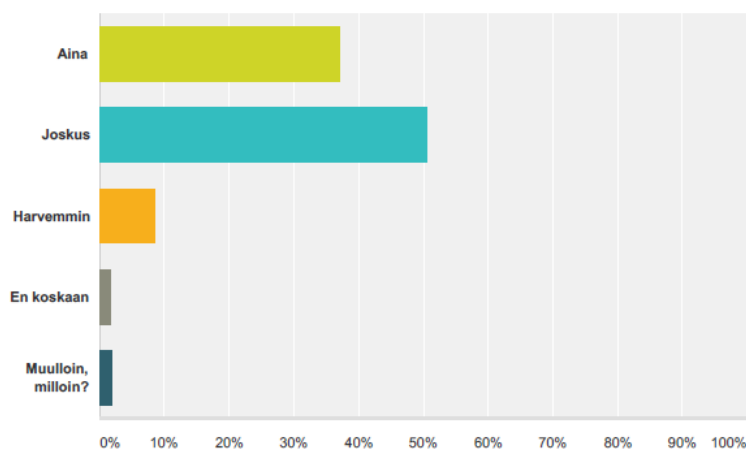


Figure 10: How often respondents do research online before visiting a restaurant

Figure 10 was the one that answered to one of the main questions in this thesis. The question was about what kind of material attracts attention on social media and the options were pictures, videos, advertisements, offers/competitions or hashtag-campaigns. Pictures were the ones that attracted more attention, so it proved the point that Instagram was a good social media channel chosen for Stefan's Steakhouse. A restaurant company has to constantly explore new ways to connect with old and new customers and also learn how to maintain a grip on related trends. Social media is a driving force in the restaurant market industry. Using social media channels efficiently is really important in the restaurant industry. It is said that a picture says more than a hundred words, thus the best way for a restaurant to market themselves is to post pictures on social media. (Edwards 2013)

In order to know how important social media channels are for new customers doing research about a restaurant the question 5 in figure 11 was asked. The question asked was about how often respondents do research on social media before visiting a restaurant. The answer options for the question were always, sometimes, less, never or when else? It shows that maintaining a good social media channels is important, because people visit them almost always before coming to a restaurant. After getting to know how often people visit social media channels it was important to know what social media channels they visit, the figure 12 below shows answers to those with the question about what social media channels are researched before visiting and the options for answer were Instagram, Facebook, Twitter, website, TripAdvisor, or somewhere else?

Stefan's Steakhouse Asiakaskysely

SurveyMonkey

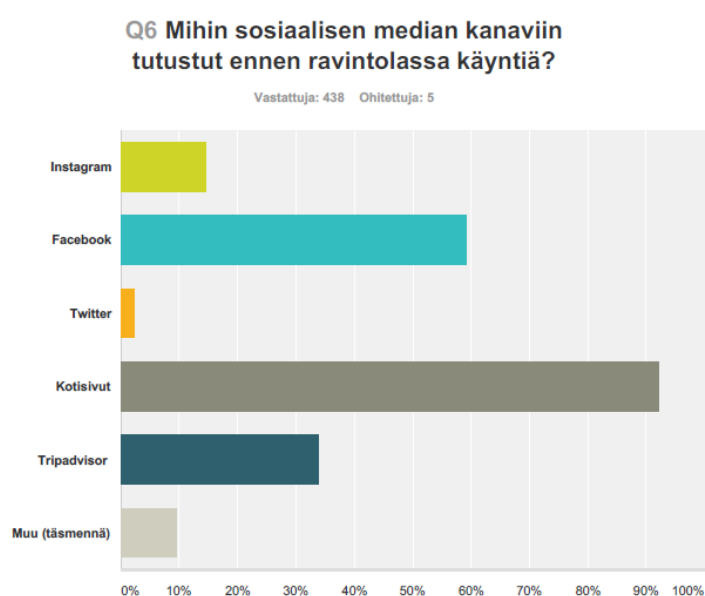


Figure 11: What social media channels are researched before visiting

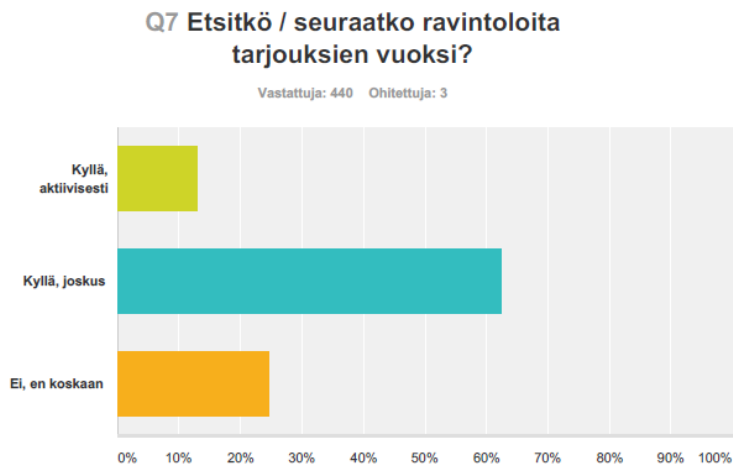


Figure 12: Do respondents search/follow restaurants for offers?

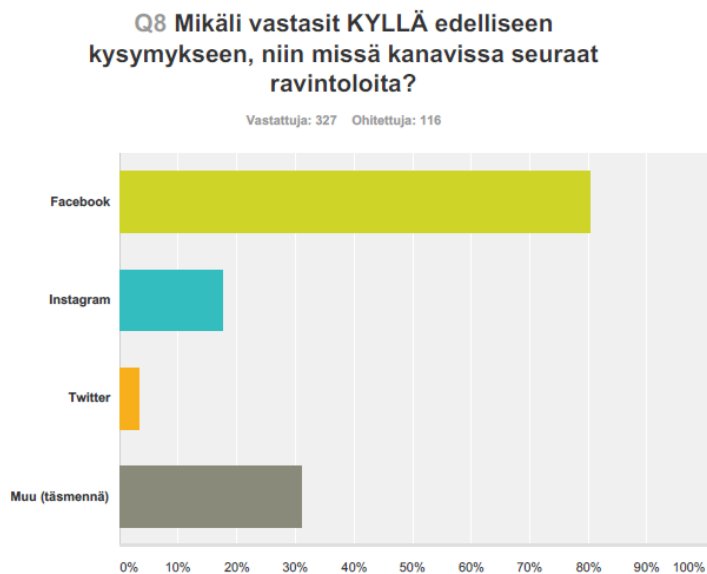


Figure 13: What channels are used to follow a restaurant

Figure 13 gave the information of the channels where people do follow restaurant. The question asked was do respondents search/follow restaurants for offers? The choice options were actively, sometimes or never. If respondents didn't follow restaurants they didn't need to answer the question 8. Figure 14 shows that 116 respondents didn't answer to the question, so there are many who don't follow restaurants at all. The question asked in figure 14 was about what channels are used to follow restaurants and the choice options were Facebook, Instagram, Twitter or some other.

Q9 Vaikuttavatko sosiaalisessa mediasta löytyneet arvostelut ravintolavalintaasi?

Vastattu: 443 Ohitettu: 0

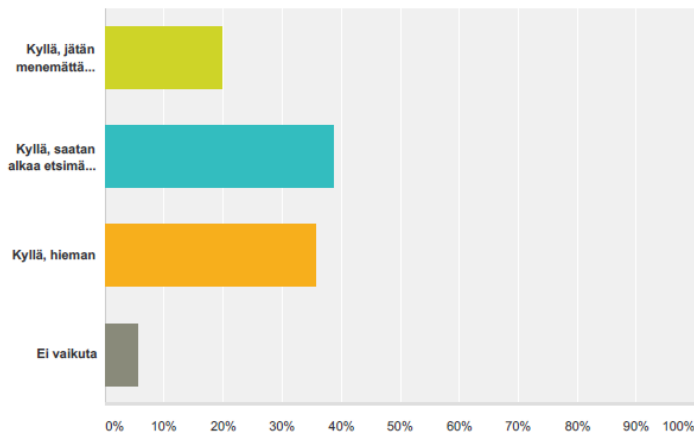


Figure 14: Do reviews affect restaurant choice

It was thought that it would be interesting to know if bad reviews online affected people's restaurant choice. Figure 15 shows that a lot of people were taken back if they saw bad reviews. The question asked was "do reviews affect restaurant choice?". The options for answer were: I won't go if the reviews are bad, might start looking for other options, a little or that the reviews don't affect at all. It is important to search different online channels and keep updated and respond to negative mentions. Both negative and positive comments should be seen online, since it gains credibility. A company can also learn a lot from negative feedback and make some changes according to the negative feedback. A company should always stay on track when the new popular feedback channels surface. (Edwards 2013.)

Q10 Jos ja kun annat palautetta ravintolalle, niin mitä kautta teet sen?

Vastattu: 434 Ohitettu: 9

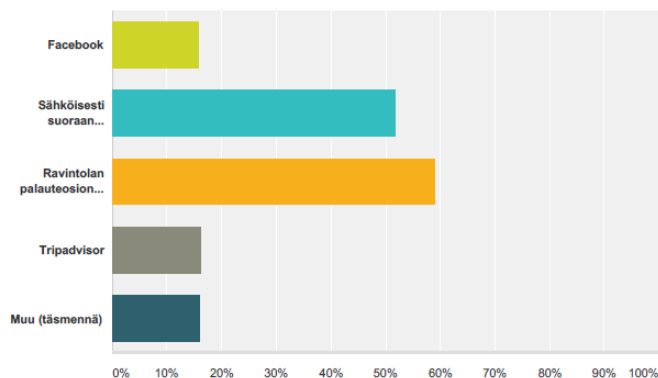


Figure 15: What channels are used to give feedback

The restaurant wanted to know what are the channels that the customers give feedback. The answering options for question 10 were Facebook, online directly to the restaurant, online using restaurant's feedback form, TripAdvisor or some other. It is good to know where the restaurant can communicate with the customers.

9.1.2 Reliability and validity

The researcher should pay attention to the reliability of the research. The survey should be honest and no errors should be left unmentioned. Research should be able to be evaluated from its start to finish, starting all the way from the planning phase. (Vilkka 2007, 149- 153)

The customer survey had questions from all age groups and different genders, which is why the results give a good knowledge of the overall social media behaviour. The survey holds a lot of value in the thesis, with the survey a lot of questions could be answered. The customer wanted to get to know which social media channels were most suitable, what kind of content the channels should include and how important social media is for Stefan's Steakhouse. That is why the respondents were asked what they thought on those subjects. If some of the multiple choice answer options wasn't the one the respondents wanted to answer, they could select the open answer choice and write whatever they wanted. The open choice answer gave the opportunity to state any opinion the respondent had and that is why the survey was objective.

10 Marketing plan for the case company

The marketing plan model chosen was simple and had the information needed for the company to expand their marketing online and to get the new social media channels up and running. It included a wide range of analysis, since the company wanted to get a good understanding of what each analysis showed. The marketing plan is started by going through the starting point and also analyzing the current position. Marketing plans often include SWOT analysis, which analyses the company's strengths, weaknesses, opportunities and threats. (Jay & Sealey 2012).

Information

Stefan's Steakhouse Helsinki does not have a social media market plan yet. This thesis will help to make the best of the social media accounts that are used by Stefan's Steakhouse.

The Marketing plan consists of a marketing mix that will tell about the restaurants strength, weaknesses, opportunities and strengths. Then there is the marketing budget which will tell the restaurant how much will be spent on the marketing of the company.

The marketing plan will also consist of a benchmark, where will be compared couple of companies that are in the same field as Stefan's Steakhouse. One of them is another steakhouse in Helsinki and one is a fast food restaurant with great social media channels.

Market analysis

Benchmarking is a good way to measure a company's performance with another one. This way a company can analyse how other companies achieve high performance levels. Then a company can use the analysis to improve their own performance. (Business dictionary)

For the thesis, there was done a benchmark comparing another steakhouse and a Finnish fast food chain, which has great social media channels. This way there could be compared a company with a lot of followers and good content and a company in the same field as Stefan's steakhouse.

10.2.1 Benchmarking

In Helsinki there are quite a lot of steak houses, but the one that could be best compared to Stefan's Steak House would be Goodwin Steak House. It is also located in the heart of Helsinki and it a pretty well-known steakhouse in the city.

Most of the customers in Stefan's Steakhouse are tourists that are visiting the city for vacation. When looking at Goodwin's Instagram hashtags and locations, you can see that most of the visitors are also tourists. This shows us that we should try to promote the restaurant for local people, so that they would find this restaurant and use their services.

When comparing Stefan's steakhouse Helsinki's with Goodwin's Steak House Helsinki's Facebook pages it could be seen that Stefan's Steakhouse had almost double the amount of tagged visits. Stefan's Steakhouse had 6133 tagged visits on the 18th of June, 2016 and the competitor had 3652 tagged visitors on this same date (18th of June, 2016). (Facebook 2016)

As the aim of this project was to make an Instagram profile for Stefan's Steakhouse Helsinki and while doing the research about the competition we saw that Goodwin's Helsinki doesn't have an Instagram page, so this will be a good advantage for Stefan's steakhouse. Via Instagram they will be able to post pictures of all the delicious food that the restaurant is serving and show how cozy the atmosphere is in the restaurant. Nowadays pictures sell. Comparing the both restaurants' menu they are pretty similar you choose your steak and side dishes separately, in Stefan's you choose the sauces separately and in Goodwin's it is included in the

price of the steak. Stefan's Steak house also has a testing menu that Goodwin is missing, but Goodwin has a lunch menu and Stefan's in the other hand does not have it. (Goodwin Steakhouse 2016) (ravintola.fi)

Hesburger is a totally different kind of a restaurant than Goodwin's and Stefan's Steakhouse is, but their social media channels are really good and they have almost 18 000 followers on Instagram and 266 399 people who like their Facebook page. (6th of November,2016 Instagram and Facebook). Hesburger's Instagram page is filled with colorful pictures of their burgers, people who hold smoothies, other products they sell and also videos about their mobile application. So it is really welcoming and it will attract new followers. They post approximately five times a week pictures to their account so that people will not lose interest in their account and still want to keep following them, because many people start unfollowing accounts if they don't make frequent posts and have interesting content. (Facebook)

	Stefan's Steakhouse	Goodwin's Steakhouse	Hesburger
Likes on Facebook	2199	3088	266399
Tagged Restaurant visits	6133	3652	1650
Comments	254	126	
Stars	4,2/5	4,1/5	3,7/5

Table 5: Benchmarking
(Facebook 2016)

Marketing objectives

The main marketing objective in this thesis is to get more customers for Stefan's Steakhouse and therefore increase sales. That is why the social media marketing plan is made. The other objectives are to create awareness of Stefan's Steakhouse. There are a lot of direct competitors and other restaurants in the Helsinki region and that is why it is good to evolve the marketing to its efficient level possible. To get the restaurants marketing in an efficient level it is important to understand what kind of content is to be published, in what channels people do research on a restaurant and what are the social media channels where people follow restaurants.

10.3.1 Marketing strategy

Strategy is how a business will achieve its objectives. Objectives are the goals or aim, to which the business directs its resources. Strategy is a long-term activity, for instance choosing an area where the business will operate is a long-term decision; this decision should be strategic, which means it is based on the objectives. (Fifield P 2007, 9-10)

The marketing strategy in the thesis is build around social media. Social media has become the easiest, cheapest and everyday marketing place for companies. Social media is a great way to connect with customers and through that it is possible to get more customers and awareness about the brand in social media. The figure of the simple strategy is below.



Figure 16: Marketing strategy

10.3.2 Marketing mix

Marketing mix includes the set of marketing tools a company uses in implementing its marketing strategy. There are four major marketing tools in the marketing mix, the four P's of the marketing mix are product, price, place and promotion. (Kotler et al. 2013, 12.) Marketing mix can also be expanded and have additional three P's and four C's. Explanation of those can be found on the theoretical framework part. This thesis has other analyses too, so that is why the basic version of the marketing mix will be done. The table below shows the main 4'ps for Stefan's Steakhouse.

Product <ul style="list-style-type: none"> - High class food - Specialised in steaks - Fine dining experience 	Place <ul style="list-style-type: none"> - Restaurant - In the center of Helsinki
Price <ul style="list-style-type: none"> - Above average - Tasting menu's 	Promotion <ul style="list-style-type: none"> - Ravintola.fi advertisement - Social media

Table 6: Marketing mix 4P's for Stefan's Steakhouse

Marketing budget

Stefan's Steakhouse marketing budget will consist of the survey costs, Facebook and Instagram advertisement charges. These are necessary fees that will help the company to get more visibility and this on other hand will get more visitors to the restaurant.

The 35€ used for the survey was necessary because now Stefan's Steakhouse got more contact information's about their loyal customers and got a thorough survey about their customers social media use. This will help the company improve their social media channels.

When advertising on Facebook and Instagram, the budget will depend on how many target customers want to be reach. This can be all from 5€ to 100€ depending on how broad audience is wanted for the advertisement.

Stefan's Steakhouse could also start doing videos to their different social meida channels. There could be made professional videos, using a company that could film for example a dish made in the kitchen or film Stefan's Steakhouses interior and the venue where the restaurant is. Thus the videos could be filmed by the staff members and this way the restaurant could save money.

Social media marketing

In 2014, 92% of marketers claimed that marketing on social media channels were important for their business. This number tells that social media marketing is very important now a day if you want to promote a company. (DeMers 2014)

When posting on social media, there should be a ratio that after one promotional picture, there should be three inspirational pictures. For example if you post one picture of a campaign, there should be three pictures of for example the kitchen of the restaurant or some inspirational food pictures that would interest the customers. (Andrus 2015)

10.5.1 Facebook

Facebook is the biggest social media platform that Stefan's Steakhouse is using at the moment. So it is important that they update it on a regular basis and when there are bigger campaigns, Stefan's Steakhouse buy advertisement space on Facebook that more customers will be reached that way.

- Share pictures from Instagram on Facebook so that customers who don't have Instagram can also see the delicious food from the restaurant

- Have competitions that customers share the facebook page
- If there are some special evenings coming up at the restaurant make a lot of posts of it and share it on regular basis, e.g. everyday for a month before the event/special occasion
- Have questionnaires for the customers e.g. if there is something missing in the menu what they would want

10.5.2 Twitter

Twitter is a social media channel where you can write short messages or "tweets" on your wall that your follower then can read and answer to.

How Stefan's could use Twitter in marketing:

- Share pictures from Instagram
- Tweet about specials (e.g. campaigns)
- Tweet about upcoming events
- Answer questions if customers have some concerns

10.5.3 Instagram

A company needs to establish its Instagram goals. These goals should tie back to the businesses actual goals. The goals set should all be achievable and measurable. The goals that can be set include increased product sales, increased traffic to your website, increased brand awareness and increase branded hashtag mentions.

- Use hashtags. Create a personal hashtag for the restaurant. For example #StefansSteakhouseHKI or #StefansHKI.
- Use campaign specific hashtags: when you're running a particular marketing campaign (such as a contest or group offer), create a tag just for that promotion. This lets your followers - and anyone else - engage with your campaign by using your hashtag in their posts, too.
- Photos of menu items: Instagram is a site of photos. Use this opportunity to post delicious photos of your menu items.
- Employee Appreciation: take a photo of your staff working with your product or menu items. It could be a chef, a waitress, or even a busboy. Post them to your company Instagram feed, with a short description. You can use these types of photos to show that you're an establishment that values the people that work for you. At the

same time, you'll likely create a cool working environment for your staff too! It also shows that your restaurant is a fun place to be and has great customer service.

- Stefan's Steakhouse Helsinki has a Facebook page with 2000+ people liking it so the new Instagram page should be promoted there.

10.5.4 Development ideas

After using tips given in previous part and getting followers for the new Instagram page, Stefan's Steakhouse could do an Instagram contest and promote it on their Facebook page. A photo contest can motivate your customers to engage with you, your menu items, and your restaurant. They can generate a lot of customer loyalty, as someone who takes a photo and submits it in your contest will care if they win or not. They will likely think about that photo, your menu item and your restaurant for at least a little bit of time. Also if Stefans' Steakhouse expands and gets more staff to be responsible for the social media account one development idea would also be to respond to people's comments on their Instagram account.

The Instagram account was made for Stefan's Steakhouse but during the making of the thesis they have not yet started to use it. The effectiveness of the marketing structure for Instagram couldn't be evaluated.

Outline of social media sharing schedule

The customer survey showed that almost everyone of the respondents check social media everyday. Facebook marketing is not done by any of the Stefans Steakhouses staff members, Ravintola.fi has their marketing team updating it every once in a while. The restaurant would like some of its employees to update their new social media channels Instagram and Twitter. They would like to be active on the new channels but they will not be able to update it everyday. After getting started and getting used to the new marketing channels the amount of posts can be increased. The figure below shows the basic good amount of posts that would be done.

Facebook	Instagram	Twitter
•3 times a week	•2 times a week	•When special offers etc campaigns are done

Figure 17: Sharing schedule

SWOT analysis

The figure below has Stefan's Steakhouses strengths, weaknesses, opportunities and threats listed.



Figure 18: SWOT

Strengths

- **Location:** The restaurant has a great location, it is close to Esplanadinpuisto and it is also in the center of Helsinki. There are also some parking spots close to the restaurant, which is a big plus.
- **Good quality:**
- **The brand has a known name.** In Finland, there are five different restaurants and the sixth is coming in summer 2016.
- **The website of the restaurant is good.** It has a lot of information straight up in the first page, you can easily find it on Google, you can see the full menu from the website, you can check if there are available tables, see the address & phone number, opening hours, see some pictures of the food and see even a virtual presentation of the restaurant. You can also send feedback on the website and after leaving the feedback you get to participate to a lottery to have the possibility to win a giftcard. The website has every kind of information that you can think of.
- **According to the Tripadvisor** Stefans Steakhouse Helsinki has four stars of five and Google-reviews has rating of 4,3 out of 5. These ratings are good, which has an important meaning, since you really want to check if the food is worthy in this kind of semi-high priced good quality restaurant.

Weaknesses

- The restaurant has semi-high pricy food. The cheapest stake is 22euros but the most expensive is 59euros. It is not the most expensive restaurant in Helsinki, but it is above the average. Because of this price range, the restaurant might fall in between the cheaper places and the really high-class places.
- The competition is really fierce in the restaurant industry in Helsinki. You can find a restaurant anywhere.
- The opening hours are Mon-Thu from 17-23, Fri 17-24, Sat 14-24 and closed on Sunday. Location vice, it might've be good to open restaurant on Mon-Fri earlier, because there are a lot companies and the restaurant would be a good place to go for a work lunch. People start getting off work from 15 o'clock so if the restaurant would open Mon-Fri from 15 o'clock you could go there straight from work. The restaurant is closed on Sunday, since a lot of restaurants are open every day.
- Stefan's Steakhouse is not the most family-friendly restaurant. It hasn't got any kids menu at all and not a lot of parents would take their 0-10 year old kid there because of the prices, food type and most kids never finish their plate. Even though the restaurants target group might not be families, it would still open a new customer group.

Opportunities

- The Stefan's Steakhouse has already five restaurants in Finland and they could start franchising it.
- The name of the restaurant is really strong and it carries the name of America's Top Chefs finalist - Stefan's Richter. And because they have restaurants in five different cities, the restaurant could get a good reputation and it could became a place-to-go in every town it is.
- The restaurant could get loyal customer who go to Stefan's Steakhouse in case they visit some city where it is situated.
- Stefan's Steakhouse is next to two big tourist sightseeing places; Esplanade Park and the Kauppatori. Those places are full of tourists in the summer so this would be a good opportunity.

Threats

- Stefan's Steakhouse carries a name which will be connected to meat. Meat prices have been growing a lot these past years and will still keep on increasing 2.5-4.5% in 2016. (CBCnews 2015)
- Vegetarian has been a growing trend for the past few years. There are a lot of reasons why this have happened: meat prices rose so rapidly over the past two years that consumers have shifted to alternatives, including pulses such as lentils and chickpeas,

people are more conscious about climate change and more conscious about their health. (Turtola I. 2016)

- Lose of key staff is a possible threat in every organization. It takes time to train new staff and it would be even worse if the restaurant manager would quit or not be able to work.
- Finland is stuck in a state of economic paralysis. The food in Stefan's Steakhouse is semi-high, and because of the state of economy it could be a threat when trying to get customers. (Teivainen A. 2015)

PEST analysis

Stefan's steakhouse will be affected by factors that they don't have any control off. These things can be all from taxation to the mandatory benefits that the employees have to get when they work for Stefan's steakhouse. Below is the PEST analyse for Stefan's Steakhouse.

<p>P- Political</p> <p>Laws in Finland are pretty strict and this can affect businesses. The laws that could affect Stefan's steak house are alcohol laws, e.g. how many centiliters alcohol you can put in a drink, you have to have a valid license to serve. Laws also limit the opening hours for restaurants and how you can sell alcohol, in Finland the time you can sell alcohol in restaurants is from 9am to 3.30am with a special permit.</p> <p>If the restaurant had a terrace the law would make Stefan's to close it already at 2.00am. This can have an effect on how the restaurant gets customers. But Stefan's is a steak house so this one doesn't have an impact on their customers buying behavior.</p>	<p>E-Economic</p> <p>People don't spend as much money as the used to. This is due to the weakened economic situation in Finland and whole of Europe. Of course this will make people want to save money and that you can see in the usage of restaurant services. People will spend their money on more "important" things.</p>
<p>S-Social</p> <p>In Finnish culture people are not used to eat out as in e.g. southern European countries like Italy or Spain. One thing that can affect this that in Finland the prices are so high that people like to eat at</p>	<p>T-Technological</p> <p>The digital marketing is affecting the consumer buying behavior and social media is a big part of this. E.g. a lot of people who follow blogs</p>

<p>home. But now-a-days younger people have started to eat out more and are also willing to pay for it.</p>	<p>and bloggers, and buy the things they post and write about.</p> <p>Digital marketing also has a down side, if someone has written something bad about a restaurant on TripAdvisor for example then you maybe don't want to go there, but if there is a writing that says that "oh this restaurant is really nice with good service", of course you then get good impression and want to visit the place.</p>
---	---

Table 7: PEST

(Valvira, Aho K 2016. Pers. Com)

11 Conclusions

The main problem in this thesis was the lack of the client's social media channels, which are vital for any company nowadays. So therefore Stefan's Steakhouse needed a social media marketing plan for their upcoming social media channels. The suggestion was that the company should create Instagram and Twitter. Nowadays restaurant customers are Tweeting, posting to Facebook, uploading Instagram photos. The more people tweet, post pictures on Facebook or Instagram about a restaurant, the more likely it is for someone to notice it and start to follow and even visit a restaurant.

The customer survey was conducted to figure out the accurate content, main channels where people do research on a restaurant and where they follow them, those were questions were researched by a quantitative survey for people who were living in the capital area and were already on the Ravintola.fi customer membership list. The survey results gave information for the content ideas for client's social media channels. The results from the survey did not all support the realisation that was made about the chosen social media channels. Twitter was dropped out after the answers from respondents stated that it wasn't on the top 3. Also beneficial and new information received from the survey was that Stefan's Steakhouse should keep an eye on what is said about them on TripAdvisor, since it is one of the main social channels where people give feedback and do research on a restaurant. The results from the customer survey came up to expectations and gave the information needed. It was noticed

that when a reward or a competition is executed alongside with a survey that people are eager to respond and participate.

The analyses made for the company, let the company to be aware of many new things. Benchmarking showed well what are the differences with Stefan's Steakhouse and its biggest competitor and how a Finnish fast food restaurant is setting a brilliant example in their social media channel usage. SWOT gave the company information about their strengths, weaknesses, opportunities and threats. With the analysis, the company can avoid the potential mistakes and try to concentrate on the company's strengths and opportunities. The environmental analysis in this thesis was done using the PEST. PEST analysis measured the external factors that can affect Stefan's Steakhouse.

The development idea for the company is to update the marketing plan and when new channels come to the markets they should explore that option too. Also in this marketing plan the social media sharing schedule is for a beginner social media user. After the company gets used to social media and the marketing plan that this thesis gives the company can start posting more often. Since Stefan's Steakhouse already has a good Facebook page and homepage, it has been suggested that those channels would be platforms in marketing the new social media channels, Twitter and Instagram. After doing research and executing the customer survey, it was noted that Twitter wasn't among the main social media platforms for a restaurant. The restaurant came to the conclusion that they would only start using Instagram as their new marketing channel online, and that Twitter would be forgotten.

█ Evaluation from the company

In the beginning of the process the manager from Stefan's Steakhouse hoped that the social media marketing plan would help them to get more visibility online, get the attention of potential customers and know what the best social media channels for the company are. The goal was that the plan would be easy to understand and to use, but that it would include all the required information that the company needs about social media marketing. The company did not want the marketing plan to be too complicated, so that it will be easy to understand and to use. The client was happy that they did not create a Twitter page, since the customer survey showed that it would not be useful and that the company should rather invest in making their Instagram channel good.

Self evaluation

With reference to evaluation, a simple and easy plan to understand was given for the client company. The table of contents chosen for this marketing plan was clear and included enough information for the company to be able to get its new Instagram account and possible other social media channels started. Theory and research were used extensively for the plan. All of the tasks were completed and the company got the analysis they wanted, except the fact that they shouldn't create a Twitter account. Creating a thorough content marketing plan with the help of an survey was the main purpose and goal for this marketing plan. All three supporting questions got an answer during this marketing plan.

A lot of different sources were used as theory, both theory books and online articles. By also using online articles as theory the most recent information on content marketing was found, since the concept is new and most of the recent information can be found online. Articles found online were more up-to-date in the terms of marketing and social media channels. The research was executed through quantitative methods. The questions gave the outcome wanted, since the survey questions answered to the research questions needed to know in order to get the answers for the company. The survey also prevented the creation of Twitter, which saved the companys resources. The survey was implemented as a quantitative research and the results were presented in different tables and charts. The marketing plan was simple and easy to use.

References

Blythe, J. 2012. Essentials of Marketing 5th edition. Harlow: Pearson Education.

Jay, R. & Sealy, J. 2012. Successful marketing plans in a week. 3rd edition. London: Hodder Education.

Kotler, P. & Armstrong, G. & Harris, L.C. & Piercy N. 2008. Principles of Marketing: 5th European Edition. Pearson Education Limited.

Kotler, P. & Armstrong, G. & Harris, L.C. & Piercy N. 2013. Principles of Marketing. 6 th European edition. Pearson Education Limited.

Sarajärvi, A. & Tuomi, J. 2009. Laadullinen tutkimus ja sisällönanalyysi. 9. painos. Helsinki: Tammi.

Dianomd, S & Singh, S. 2012. Social media marketing for dummies 2nd edition.

Vilka, H. 2007. Määrällisen tutkimuksen perusteet. Helsinki: Tammi

Wood, M. 2014. Marketing planning: Principles into practise. Pearson education limited.

Wood, M .2014. Marketing Plan Handbook, 5th Edition. Pearson education limited.

Online Sources:

Andrus, A. 2015. Guide for Bars & Restaurants to Social Media. Accessed 11 December 2016.
<http://sproutsocial.com/insights/bars-restaurants-social-media-guide/>

Business Dictionary. Accessed 11 December 2016
<http://www.businessdictionary.com/definition/benchmarking.html>

Chris, A. Difference Between Digital Marketing And Social Media. Accessed 18 June 2016
www.reliablesoft.net/difference-between-digital-marketing-and-social-media

DeMers, J. 2014. The Top 10 benefits of Social Media Marketing. Accessed 11 December 2016.
<http://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/#35dfd86a2a4d>

Eat.fi. Accessed 25 December 2016
 Eat.fi

The Economic Times. Accessed 16 June 2016.
economictimes.indiatimes.com

Edwards, G. 2013. Accessed 21 June 2016.
thesocialmediamonthly.com/why-your-restaurant-needs-social-media/

Facebook 2016. Kuinka paljon Facebook-mainokset maksavat? Accessed 16 June 2016.
www.facebook.com/business/learn/how-much-facebook-ads-cost/

Facebook 2016a. Goodwin The Steak House Helsinki . Accessed 18 June 2016.
www.facebook.com/GoodwinTheSteakHouseHelsinki/

Facebook 2016b. Hesburger. Accessed 27 December 2016.
<https://www.facebook.com/hesburger>

Facebook 2016c. Stefan's Steakhouse Helsinki. Accessed 18 June 2016.
www.facebook.com/Stefans-Steakhouse-Helsinki-364647083622951/

LePage, E. 2015. How To Use Instagram For Business: A Beginner's Guide. Accessed 3 December 2016.
blog.hootsuite.com/how-to-use-instagram-for-business/

NetMBA. PEST Analysis. Accessed 8 December 2016.
<http://www.netmba.com/strategy/pest/>

Profitabl Hospitality. How to use Twitter for Restaurant, Function & Bar marketing. Accessed 2 January 2017.
<http://www.profitablehospitality.com/public/827.cfm>

Purely Branded. The Four Ps of Marketing. Accessed 16 January 2017.
<http://www.purelybranded.com/insights/the-four-ps-of-marketing/>

QuickMBA. SWOT analysis. Accessed 18 June 2016.
www.quickmba.com/strategy/swot/

Ravintola.fi. Stefan's Steakhouse Helsinki. Accessed 18 June 2016.
www.ravintola.fi/ravintola/stefans-steakhouse-helsinki/

Restamax. Restamax Restaurant Group. Accessed 16 June 2016.
www.restamax.fi/en/

Statista. Number of monthly active Facebook users worldwide as of 3rd quarter 2016. Accessed 21 June 2016.

www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/ , Accessed 21.6.2016

Statista. Number of monthly active Twitter users worldwide from 1st quarter 2010 to 3rd quarter 2016. Accessed 21 June 2016.

www.statista.com/statistics/282087/number-of-monthly-active-twitter-users/

TripAdvisor. Fact Sheet. Accessed 25 December 2016.

https://www.tripadvisor.co.uk/PressCenter-c4-Fact_Sheet.html Accessed 25.12.2016

Valvira. Alkoholiasiat Ravintolassa. Accessed 18 June 2016.

https://www.valvira.fi/documents/14444/22511/Alkoholiasiat_ravintolassa.pdf

Wikipedia.2016. Last modified 21 December 2016. Accessed 16 June 2016.

en.wikipedia.org/wiki/Facebook

Wikipedia. 2016. Last modified 9 November 2016. Accessed 16 June 2016.

en.wikipedia.org/wiki/Stefan_Richter

WisegEEK. What is the restaurant industry? Accessed 2 January 2017

<http://www.wisegEEK.com/what-is-the-restaurant-industry.htm>

Figures

Figure 1: The structure of the thesis process.....	7
Figure 2: The goals of the marketing plan	8
Figure 3: Five-step model	10
Figure 4: Marketing mix (Kotler et. al 2013, 12)	13
Figure 5: Gender of respondents.....	21
Figure 6: The age of respondents	21
Figure 7: How often respondents eat in a restaurant	22
Figure 8: How often respondents use social media	22
Figure 9: What kind of social attracts respondents attention	23
Figure 10: How often respondents do research online before visiting a restaurant	23
Figure 11: What social media channels are researched before visiting	24
Figure 12: Do respondents search/follow restaurants for offers?	25
Figure 13: What channels are used to follow a restaurant	25
Figure 14: Do reviews affect restaurant choice	26
Figure 15: What channels are used to give feedback.....	26
Figure 16: Marketing strategy	30
Figure 17: Sharing schedule	33
Figure 18: SWOT	34

Tables

Table 1: Basic framework for marketing plan	12
Table 2: Four P's of marketing	13
Table 3: Three additional P's	14
Table 4: Competitor followings	18
Table 5: Benchmarking	29
Table 6: Marketing mix 4P's for Stefan's Steakhouse	30
Table 7: PEST	37

Appendix 1: The survey questions

Gender

- Female
- Male

Age

- 19-29
- 30-39
- 40-49
- 50-59
- 60 and over

1. How often do you eat in a restaurant?

- Every week
- Almost every week
- Once in a month
- Once in every few months
- Less

2. How often do you use social media?

- Almost every moment
- Few times a day
- Daily
- Every other day
- Less

3. What kind of content attracts your attention on social media?

- Pictures
- Videos
- Advertisements
- Offers/competitions
- Hashtag-campaigns

4. How often do you do research on social media before visiting a restaurant?

- Always
- Sometimes
- Less

- Never
 - When else?
5. What social media channels do you explore before the visit?
- Instagram
 - Facebook
 - Twitter
 - Website
 - TripAdvisor
 - Where else?
6. Do you search/follow restaurants for the offers?
- Yes, actively
 - Yes, sometimes
 - No, never
7. If answered YES to the previous question, in what channels do you follow?
- Facebook
 - Instagram
 - Twitter
 - Where else?
8. Do the reviews online affect your choice of restaurant?
- Yes, I won't go if the reviews are bad
 - Yes, might start looking for other options
 - Yes, a little
 - No, those don't affect
9. If and when you give feedback to the restaurant, what way do you give it?
- Facebook
 - Online, directly to the restaurant
 - Online restaurant's feedback form
 - TripAdvisor
 - Where else?