

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Languages**



## **Bachelor Thesis**

**Restaurant business profile on social networking sites**

**Anna Kreneva**

# **BACHELOR THESIS ASSIGNMENT**

Anna Kreneva

Business Administration

Thesis title

Restaurant business profile on social networking sites

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**Objectives of thesis**

The objective of this bachelor thesis is to:

evaluate the use of social networking sites (Facebook, Instagram) by a restaurant business (SUN.DAY restaurant, BER.LIN bar) and propose its advertisement strategy.

The partial objectives of the thesis are to:

classify the social networking audience of a business;  
evaluate external social networking tools for a business;  
use social media management tools in relation to social networking;  
use social networking measurement and monitoring tools for a business.

**Methodology**

The thesis will be processed using descriptive and comparative methods.

The theoretical part of a thesis: description, classification.

The practical part of a thesis: comparison and observation.

The proposed extent of the thesis

30-40 pages

Keywords

advertisement, Facebook, Instagram, restaurant business, social media marketing, social network

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Recommended information sources

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Expected date of thesis defence

2022/23 SS – FEM

The Bachelor Thesis Supervisor

PhDr. Martina Jarkovská, Ph.D.

Supervising department

Department of Languages

Electronic approval: 6. 6. 2022

PhDr. Mgr. Lenka Kučířková, Ph.D.

Head of department

Electronic approval: 27. 10. 2022

doc. Ing. Tomáš Šubrt, Ph.D.

Dean

Prague on 10. 03. 2023

## **Declaration**

I declare that I have worked on my bachelor thesis titled "Restaurant business profile on social networking sites" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15/03/2023

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### **Acknowledgement**

I would like to thank my supervisor PhDr. Martina Jarkovská, Ph.D., my colleagues and my family for their advice and support during my work on this thesis.

# **Restaurant business profile on social networking sites**

## **Abstract**

This bachelor thesis examines the relationships between social networks and restaurants in Prague. Specifically, this thesis focuses on the platform such as Instagram and how it is used by restaurants and cafes to create a successful profile and make an audience engaged in the content. This research includes a literature review of social media marketing and social networks and a practical part. Moreover, it examines the impact of social networks on customer engagement and loyalty and suggests how restaurants can optimize their online presence and improve their management strategies. In the practical part, this thesis examines different restaurant profiles in Prague, their advantages, and their disadvantages, which might offer important implications for restaurant businesses seeking to improve their presence on social networking sites. An effective advertising strategy on social networking sites is presented on the case of a selected restaurant business in Prague and recommendations for the improvement of social media marketing are suggested.

**Keywords:** social network, promotion, advertisement, restaurant business, Instagram, Facebook, marketing, business profile, target audience, SMM, social media.

# Profil restaurace na stránkách sociálních sítí

## Abstrakt

Tato bakalářská práce zkoumá vztahy mezi sociálními sítěmi a restauracemi v Praze. Konkrétně se tato práce zaměřuje na platformu, jako je Instagram a na to, jak ji využívají restaurace a kavárny k vytvoření úspěšného profilu a zapojení sledujících do obsahu. Tento výzkum zahrnuje literární rešerši o marketingu sociálních médií a sociálních sítí a praktickou část. Kromě toho zkoumá dopad sociálních sítí na zapojení a loajalitu zákazníků a navrhuje, jak mohou restaurace optimalizovat svou online přítomnost a zlepšit své strategie řízení. V praktické části práce zkoumá různé profily restaurací v Praze, jejich výhody a jejich nevýhody, což může nabídnout důležité implikace pro restaurační podniky, které se snaží zlepšit svou přítomnost na stránkách sociálních sítí. Na případu vybrané restaurace v Praze je představena efektivní reklamní strategie na sociálních sítích a jsou navržena doporučení pro zlepšení marketingu na sociálních médiích.

**Klíčová slova:** sociální síť, propagace, reklama, restaurace, Instagram, Facebook, marketing, obchodní profil, cílové publikum, SMM, sociální média.

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# 1 Introduction

It is hardly possible to find a person who denies the influence of social networks on business and work results. In the age of artificial intelligence, tremendous results can be achieved with the help of the Internet. In today's social media world, people promote everything from food to car business. People can increase the company's income even without financial investments with good work.

Social media marketing (SMM) is a complex instrument many people mistakenly define as simple photos on Instagram. With the help of SMM, a company can communicate with a consumer, analyse its audience and attract new clients. However, it can only be provided by a professional SMM manager.

Statistics show that the number of people purchasing goods and services on social networks is constantly growing. And this trend will continue for a long time. If a company does not want to promote itself on the Internet, it will most likely leave the market, unable to cope with competitors.

The theme of the thesis is relevant because the data of Statista tells us that daily spent time on social networking sites is growing yearly. It is an excellent opportunity for companies to promote their goods and services in a place where people spend a significant part of their life – on the Internet.

The findings of this thesis provide insights into how restaurants can optimize their online presence to attract and retain customers. The analysis of different strategies will help identify the best strategy and enable to build a successful online presence, to increase customer engagement and stimulate the revenue growth. Moreover, it makes the problems of social management clear for business owners who will be able to understand how to solve these problems practically.

## **2 Objectives and Methodology**

### **2.1 Objectives**

The main goal of this thesis is to evaluate social media marketing promotion of a restaurant businesses in the Czech Republic and suggest recommendations for effective ways of promotion. On the case of a selected restaurant business in Prague, an improved, effective advertising strategy on social networking sites is presented.

The partial objectives of the thesis are:

- to understand the concept of social media marketing
- to examine different social networks
- to examine the current status of the social media in restaurant industry in Prague
- to highlight the potential benefits of using social networks for restaurant business
- to analyse diverse restaurants' profiles
- to provide recommendations for restaurant owners to improve their profiles and improve their business this way
- to create and promote the business profile of the restaurant
- to analyse the results of the promotion

### **2.2 Methodology**

In this work, both descriptive and comparative methods of research were involved. In the thesis, the following steps were taken:

- 1) Literature review: literature related to the use of social media marketing and social media in the restaurant industry was described, compared and synthesised.
- 2) Data collection: information about selected restaurant businesses in Prague was collected through Instagram and other sources on the Internet.
- 3) Data analysis: the collected data was analysed, and the results were presented in the practical part.
- 4) Case study: the thesis presents a case of the restaurant business with a high-performing social media profile, which was used for enhancing the social media profile for the purpose of the thesis.

This methodology allowed for examining the role of social networking sites in the restaurant industry and providing insights for restaurant owners who are interested in enhancing their online presence.

### **3 Theory of social media marketing**

#### **3.1 The definition of social media marketing**

Larry Garland defines social media marketing (SMM) as a "combination of all online activities that aim to drive user engagement and overall sales. He is sure that in this day and age, there is an undeniable need to exist on social networks to be able to run a business (1).

Shiv Singh and Stephanie Diamond say that SMM is "a technique that employs social media." Social media here means content that people consume and create, such as different posts that are created every day, blogs, podcasts, vlogs, online communities, and others. All people are publishers and arbitrators of content (2).

The Oxford Dictionary defines social media as "websites and applications that enable users to create and share content or to participate in social networking (3). So, technology helps people to create and share content that helps to communicate with the audience.

Social media marketing provides the way people share ideas, thoughts and relationships online (4). Anyone can create, comment and add to social networks.

Social media are used not only for chatting with friends and family, as initially intended. Now they are used for building connections, learning about new and existing products, and making business deals. For brands, social media cannot be on the side, while other companies make money through Instagram and Facebook. Social networks must be embedded in the marketing strategy of any business (5).

Some points can help users understand what social media marketing means (6):

- 1) SMM is not free. Of course, you do not pay for the process of making your own page, writing texts there and posting photos. However, it is not free anyway. When the blog is commercial (a brand, an entity, a product), then the development of such a page is chargeable on Facebook.
- 2) SMM is not a panacea for all problems of a business. It cannot solve all the woes of an organization. To make social networks work, a brand must first structure all company processes.
- 3) SMM is not only concerned with advertising on diverse platforms. Advertising is promoting but if you have a social network, it does not mean that you promote something. Goals, required skills, time management, and other indicators of the effectiveness of social media marketing distinguish it from those needed for an effective ad.

That shows us that social media marketing is not the same as advertising. It cannot solve all company's issues alone and is not free. So, SMM is not magic; it cannot give an organization millions of dollars just because of some posts on Facebook.

### **3.1.1 Benefits of using SMM**

There are a lot of advantages of using social media marketing and it is growing year by year (7):

- 1) There are many people on all platforms and a vast potential audience. There will never be a limit to using SMM.
- 2) It can be used with any budget; it depends on the opportunities. Investing more money does not mean more clients.
- 3) It means that a company exists on the web. Users must know about this existence.
- 4) It receives feedback from consumers. In real-time, people can write comments and their opinions about goods and services that the company creates.
- 5) It allows engaging with customers easier. There is just one step between a brand and its customers.
- 6) A business can promote itself without engaging other people. During the first steps, an organization can try to be on platforms without the help of SMM managers.

Social media marketing has a peculiarity to attract many new clients and grow a business massively just by several actions. First, it is essential to engage with people who follow you. A company can get customers interested in the products that the company offers. Then, to give them great content, they must consume the right and catchy information about how the product can solve their problems. After that, listening to consumers can influence the situation as they can hint at what they expect from the product or service. The next step is finding fans. Some clients must be fond of the provided goods and services. They must be valued. For instance, it will be nice to send them some new products to try or give them more service if possible. After all, all these steps must be done repeatedly to become a leader on social networks (11).

### **3.1.2 Who is in charge of SMM?**

In most companies and organizations, the responsibility for SMM falls under the marketing department. Usually, the social media manager is in charge of creating and

curating content, scheduling posts, monitoring engagement and responding to followers. They can be also responsible for advertising campaigns and working with bloggers and influencers (15).

Social media manager must:

- develop and implement social media strategies
- create content
- manage social media accounts
- analyse metrics to understand the effectiveness of campaigns
- stay up to date with the latest trends and best practices in SMM

If an organization is rather small and they do not have enough budget for a social media manager, the founder or a member of team can be responsible for marketing.

### **3.1.3 Effective social media plan for promotion**

- 1) Firstly, it is sufficient to define specific goals for social media strategy. The goals must align with the business goals. For example, for restaurant business it can be increasing of the number of bookings a table through direct messages (8).
- 2) Then, social media manager should identify target audience. It will help to create a correct content that resonates them.
- 3) The next step is to choose the right platforms that aligns to the target audience and business goals. For example, LinkedIn can be a platform for business-to-business (B2B) companies, Instagram and TikTok is more for young audience.
- 4) After that SMM specialist creates a content-plan and strategy. It is good to make a calendar to plan out a content in advance.
- 5) As social media is about engaging with the audience, manager should respond to comments, messages and mentions. This will increase loyalty and build relationships between brand and consumers. Developing strong relationships with customers is the main objective of marketing programs (8).
- 6) The sixth step is to measure the results that leads to the optimisation of social media strategy.
- 7) It is important to stay up to date on the latest trends and adjust strategy to make a social media work more successful.

### 3.1.4 Social networks

Social networks are growing increasingly fast right now. Two-thirds of the world's Internet users visit them. They were created for chatting with friends and relatives and posting lifestyle content, but everything is changing faster than people can imagine in the age of technology. People spend time here every day and all that they see there can change their behaviour as they are impacted by the structures of their social world (8).

Now they are used mainly for the promotion of content. Every day one can see thousands of ads on different platforms (9).

#### 3.1.4.1 Facebook

It was initially created for people to keep in touch with acquaintances, but the reality now differs (7). There are almost 2 billion active users monthly around the world.

What else?

- 1 billion people use this app daily
- 300 million photos are uploaded every day

As this network grows daily, all businesses set up their pages there. It allows them to interact and engage with customers more.

A few years ago, there was a change in Facebook and Instagram; now, not everything that one posts will be seen by his or her followers. However, a small payment can help. Even 5\$ can completely change the situation and more people will see a promoted post. Facebook will provide paid content with more pleasure.

Facebook is getting better and better and is becoming a dream for SMM specialists. It is possible to create a content plan and only check the profile's activity, not write and edit posts every day. So, it is a useful app that allows users to interact more with one another and with great brands and companies.

#### 3.1.4.2 LinkedIn

The primary function of this service is networking with people. Thanks to that, users can build their business connections, grow their businesses, and interact with like-minded people (7).

Some facts about LinkedIn:

- It has around 500 million members all over the world
- It is for adults only, although it started to permit students to join
- Two new members join every second

A successful business and good networking depend on the profile on LinkedIn. Therefore, it must be set up correctly. The essence of what a person does must be written in the headline. The added image should be a close-up of the head and shoulders. The summary should include information such as who you are and what you do, what makes you different from other workers, why someone should choose you rather than your competitors, and some information about yourself.

Also, there is an option to add all certificates, publications, awards, courses, projects, add languages. It will highlight an advantage over competitors. Of course, skills must be added to a profile too. When someone is searching for a person with a special list of skills, the person will come up in the results. The profile should stand out. Therefore, it is nice to add a PowerPoint presentation with all information or to upload a video or documents.

When a page is set up correctly, it is time to add connections and network with other users. LinkedIn is a place for conversations about everything, learning new things and engaging with others.

Of course, LinkedIn has advertising opportunities too. An ad can be created that will appear in a person's feed or just around the site. It can be targeted by location, company name, job title, degree, skills, years of experience and so on.

This platform can be used effectively for growing a business. Therefore, people should not underestimate it.

#### 3.1.4.3 Twitter

If a company understands the advantages and tools of Twitter, this app can be used for the benefit of the business (7).

Some facts about Twitter:

- It is the best platform for microblogs
- It has more than 300 million active users every month
- Five hundred million tweets are sent daily
- It is an excellent app for a close connection with the audience



Twitter was founded in 2006 in San Francisco. People worldwide could easily use the platform as all tweets were translated into different languages. Always, there is a question before posting: "What is happening?" that help to keep in touch with the followers. There were 140 symbols in one tweet, which was a quick and short message for the audience. It was a phenomenon and people were "tweeting" daily. Twitter is an excellent opportunity for a brand to tell more people about its goods and services.

It can be a significant contribution to the future of the company if it posts interesting and relevant information every day and check what other users and clients are thinking about the business.

#### 3.1.4.4 YouTube

Video is the best way to show a product or a service. That is why YouTube became very popular. It is a platform for entertainment that became a place for promoting businesses (7).

Some facts about YouTube:

- It was founded in 2005
- It has 30 million users daily
- 5 billion videos are watched every day

It would be great if the videos of some brands went viral and provoked a strong reaction, but in reality, it is not always like that. Not all businesses can achieve this result. However, the more people see what a company created; the more people are aware of what the company does. For businesses, YouTube is a space for imagination and there are a lot of video ideas:

- 1) A welcome message for new clients and followers
- 2) A description of the product or service and what problem it solves
- 3) A demonstration of a product
- 4) Tips that relate to the working sphere of the company
- 5) New product launches
- 6) Congratulations on different holidays

If the company is large, the quality of the videos must be on a high level. It is desirable to use a microphone and professional lighting, and to plan content monthly and create videos regularly.

YouTube is another tool for business promotion. It is a creative approach to work that gives results soon.

#### 3.1.4.5 Pinterest

An electronic version of scrapbooking is Pinterest, another way of promotion (7).

Some facts about Pinterest:

- It was founded in 2010
- It has nearly 150 million active users
- 85% of users are female
- It can be linked to other social networks

This platform allows sharing one's favourite things for all to see. If the business is a shop, Pinterest will be an excellent platform for clients to become acquainted with a product.

So, Pinterest helps share photos of food, clothes, articles, and books. It means that any type of business can promote itself there.

#### 3.1.4.6 Snapchat

The last platform that we will discuss is Snapchat. It is the youngest of the sites presented here (7). It was founded only in 2011 and became mainstream in a short period of time.

Some facts about Snapchat:

- Five hundred million stories are made every day
- 60% of all phone users have Snapchat
- It has more users than Twitter

Snapchat is an attractive channel for communication and building connections as the number of users is constantly increasing and the app is not old. It is especially great for B2B marketers. The easiest way to promote Snapchat is to share QR codes in emails, at events and on other social networks.

To engage with the audience through Snapchat, a business should reward followers there, for example, give them special promo codes and discounts.

Snapchat has become more than a simple place for chatting. It can be useful for connecting with the audience in a personal and impactful way.

All these platforms share two common traits:

- 1) They help people communicate with others and thus fulfil a basic psychological need.
- 2) They were not designed for business but for communication and people's connection.

Despite these facts, people and businesses adapted to use all these platforms for the promotion. As a result, organizations must use these tools and make people know that they exist on social media.

### **3.1.5 How to promote your social media efforts?**

There are some ways to give people information that a business is on social media:

- 1) Email signature – it is possible to include the links to the social networks in the email and write "follow us."
- 2) Business cards – include account names on diverse social media where the company exists.
- 3) Printed media – it is convenient to write social media page details everywhere, if it is possible, for instance, on menus, flyers, postcards, posters, calendars, bookmarks, vouchers and so on.
- 4) TV and radio – if the company has an opportunity to advertise itself on Tv or the radio, it is good to show the name of its page on social networks.
- 5) Website – put all links on the webpage.

After all, it is sufficient to include links and account names everywhere. Because the more people see these links, the more they join social networks (13).

## **3.2 Instagram**

The last social network not on the list above is Instagram, one of the most popular platforms now.

Instagram is the best image-sharing application on the phone. It enables to add filters on pictures and videos, edit them and share them with friends. Users can comment these posts and like them. It is a nifty visual app and that is why it is a great platform to be on

while selling products. By the way, there are some features that help people buy goods immediately on Instagram. Moreover, as on Facebook, it is possible to run ads and promote posts.

The majority of clients of Instagram are from 18 to 34 years old. The most popular blogs are created mainly by influencers, lifestyle brands and inspirators (8).

Some facts on Instagram that show its popularity (6):

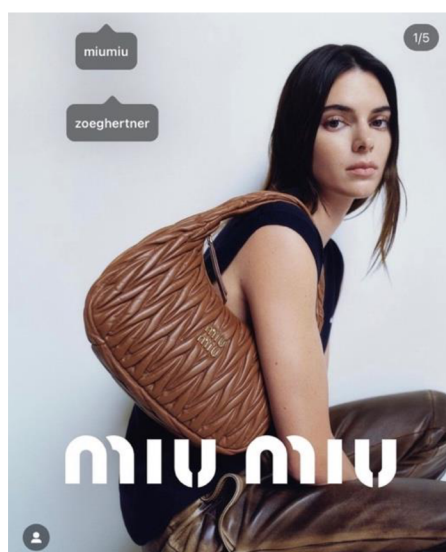
- It has an even number of male and female users
- There are 400 million users that are active every day
- There are more than one billion users that are active on the monthly basis

In addition to that:

- Around 200 million users visit at least one business profile per day
- 130 million people every month tap on a shoppable post to find out more about the product or to buy it
- Instagram is a hotbed of social media marketing, and it gives brands opportunities to connect with potential clients

Nowadays, Instagram is a good market where businesses promote themselves. For example, they encourage clients to take pictures of their clothes and tag them (Fig. 1). It is one of the most effective ways of promotion right now. Bloggers and influencers who have a high social value sell their posts for millions. For example, a post of Selena Gomez can cost upward 800,000\$. She has over 144 million followers (9).

*Figure 1 - Instagram post from Kendal's Jenner page*



Source: Instagram <https://www.instagram.com/kendalljenner/>

Instagram is a winner among platforms because it is a simple app and users love it. If people use an app, brands engage with them through Instagram – this is what businesses need for promotion. This social network is a space to stand out and find prospective customers.

### **3.2.1 History of Instagram**

Instagram was founded by Kevin Systrom and Mike Krieger in the USA in 2010. The first name was Burbn. The interesting thing is that the application became popular in several hours. There were more than 1 million users in two months after the foundation. Then, after several years founders started adding different features such as hashtags, filters and high-resolution photos. In 2012 an app got new owners. Facebook bought Instagram. The application started growing very fast. It got a lot of new features. For instance, photo tagging. It helped companies to jump into organic advertising. One could tag them for free and others could notice them in these pictures. Then, Facebook added links to the posts, so people could share their photos on other social networks and websites using this way. Later they added private chats and the app became a complete social network. So, people could use only Instagram to communicate with friends. It was done to increase the engagement level of users and to expand the site's traffic (9).

Kevin Systrom said: "there's no better way to consume what's happening in the world other than through images and video." Therefore, people do not want to read world news or about your business, but they would like to see you on their phones. Through time there is a tendency to read smaller texts and watch smaller videos, as the prominent people's resource is time. Humankind wants to save time and is ready to consume more in a shorter period.

Instagram was one of the first social media apps that brought us natural-looking advertisements (17).

### **3.2.2 Why should we choose Instagram for promotion?**

Why should we choose Instagram as a social network for promotion? Firstly, there are more than 200,000 businesses that use Instagram for advertising. Secondly, engagement with brands is 10 times higher on Instagram than on Facebook, 54 times more than on Pinterest and 84 times higher on Twitter. Nice pictures and concise text attract new consumers. Thirdly, people are buying through Instagram. Nearly a third of online shoppers say they are using social media channels for shopping as they see what they will buy, and they can

communicate with a seller before making a deal. And finally, consumers trust brands more if they see them on Instagram. The business is becoming closer to the client (9).

Matt Plapp said: "all marketing works," but not all businesses know when the engagement occurred. Many companies have no CTA – call to action – and think that only the perfect picture works. It is not true. People can see nice visuals but do not' take action. They do not want to go further and initiate. Examples of actions are commenting or liking on social media, sharing posts about the brand, clicking on the link, and scanning a QR code. This is a meaningful engagement of the audience with the company (10).

There is a significant advantage for businesses of being on online platforms. AI (artificial intelligence) of platforms helps to promote posts and profiles to people who may be more interested in this ad. It leads to engagement. There are a lot of types of engagements. One of the most popular is commenting on social media. People who are interested in products or services will react and write their opinions in comments. Another famous type of engagement is sharing. When people repost posts and stories to their profiles. And the third type is a reaction, such as a like or reaction to the story.

## **4 Instagram as an instrument of promotion for small businesses**

### **4.1 Restaurant business on Instagram**

In this thesis, a surveyed sphere of business is the restaurant field. It can be surprising but Instagram, Facebook and other social networks can fill a café or restaurant with visitors. Experience proves that such promotion is an effective and financially acceptable way to obtain a quick result but only if the quality of service and cuisine is well.

The formula of success in promoting the restaurant business on Instagram is a lot of active followers who are interested in communicating with a brand and can benefit from this connection (12).

#### **4.1.1 How to become a successful restaurant on Instagram?**

- 1) Post bright pictures of food and beverages (14).
- 2) Put an address in every post and the profile header.
- 3) Write hashtags.
- 4) Show not only photos of food but other materials too, such as the process of cooking, interior and people.
- 5) Announce events to acquaint consumers.
- 6) Show your menu on your profile.
- 7) Communicate with followers – tell them to write comments and write them back with a positive reaction. Answer questions in Direct messages and be online during working hours.
- 8) Advertise on Instagram and Facebook to get new clients.
- 9) Cooperate with bloggers and influencers to show that a famous person approves of the product (14).

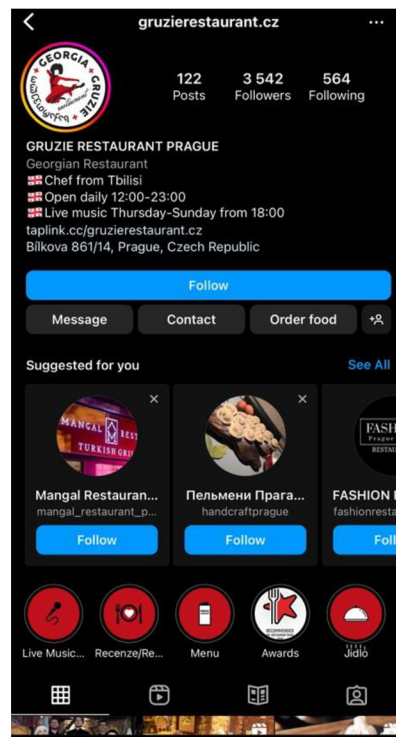
Of course, after implementing these steps, there must be strict control of the results of this promotion (16).

#### 4.1.2 Comparison of Georgian restaurants in Prague

First, it is essential to research and compare different Georgian places in Prague. Several popular restaurants were found.

The most popular one is "Gruzie Restaurant." It has 3542 followers and 122 posts (Fig. 2).

Figure 2- Instagram of the restaurant Gruzie



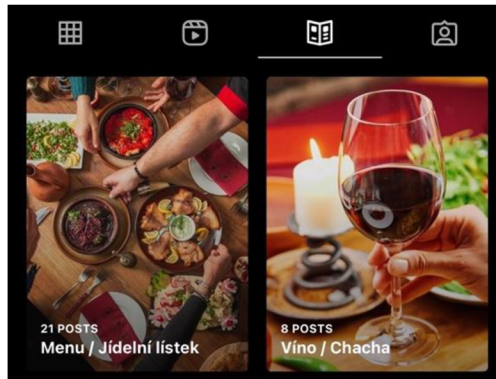
Source: Instagram <https://www.instagram.com/gruzierestaurant.cz/>

Pros of this profile:

- 1) The page is active: they often post photos and videos and have everyday stories
- 2) The profile header has all information: open hours, hours of live music and a special offer that their chef is from Tbilisi. That makes followers believe that the cuisine will be delicious and exactly the same as in Georgia
- 3) Highlights are in the same style: the primary colour of this brand is red, and it is the same on all platforms (their Instagram, website, Twitter, Facebook, and YouTube)
- 4) The menu is in highlights and in articles (a person can read more about every dish) (Fig. 3)



Figure 3 - Articles on the Gruzie's page



Source: Instagram <https://www.instagram.com/gruzierestaurant.cz/>

- 5) They have reviews in the highlights. It is a chance for followers to see what other people think about this place
- 6) A lot of reels (it is a free way of promotion for businesses)
- 7) A lot of posts are in three languages: Russian, Czech, and English
- 8) They use hashtags in every post. It is a way to attract a new audience
- 9) Location in every post
- 10) They have a "tap link" where followers can make a reservation for a table, see the menu and drink list, go to the website and see an address. Also, there is their phone number and email and working hours (Fig. 4).

Figure 4 - Tap link of the Gruzie restaurant



Source: <https://taplink.cc/gruzierestaurant.cz>

Cons of this profile:

- 1) There is no location in the header. This is an essential feature because it leads to google maps from Instagram. It is easier for followers to find where the restaurant is located

- 2) There is no style of pictures: they are with different filters and primary colours (Fig. 5)

Figure 5 - Instagram feed of the Gruzie restaurant

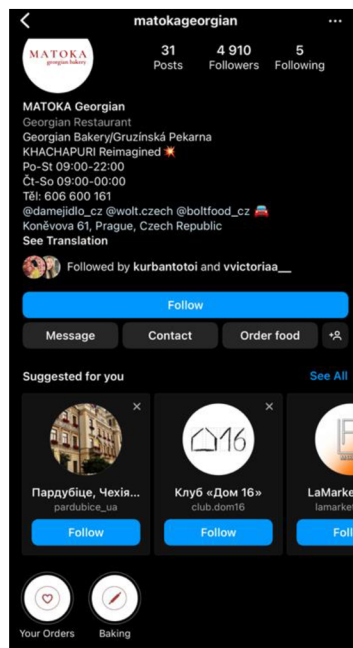


Source: Instagram <https://www.instagram.com/gruzierestaurant.cz/>

- 3) They follow a lot of people (it is better for a business profile not to follow anyone)

The next Georgian restaurant in Prague is "MATOKA Georgian." It has 4910 followers and 31 posts (Fig. 6).

Figure 6 - Profile of the restaurant MATOKA



Source: Instagram <https://www.instagram.com/matokageorgian/>

Pros of this page:

- 1) It is active. The posts are on the ongoing basis
- 2) The header shows all useful information: working hours, telephone number, where consumers can order delivery and the address
- 3) The profile is in the same style. The primary colours are white and red
- 4) All pictures are made using the same filters, so the feed looks cohesive but it can be improved as well (Fig. 7)

Figure 7 - Feed of the MATOKA restaurant



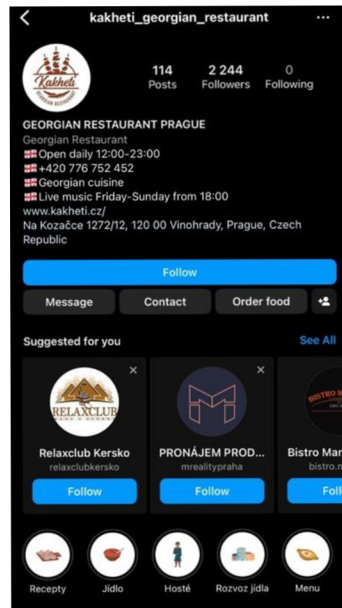
Source: Instagram <https://www.instagram.com/matokageorgian/>

Cons of the page:

- 1) The highlights show only reviews and the process of baking. It would be suitable to add some more information such as a menu, location and how to make an order
- 2) It is better to create more content because right now, they usually post once in two weeks

And the last profile that we researched is the profile of the restaurant called "Kakheti." An account has 2244 followers and 114 posts (Fig. 8).

Figure 8 - Profile of the Kakheti restaurant



Source: Instagram [https://www.instagram.com/kakheti\\_georgian\\_restaurant/](https://www.instagram.com/kakheti_georgian_restaurant/)

Pros of the page:

- 1) The header is filled + they put a link to a website
- 2) The menu is in the highlights
- 3) The highlights have the same design
- 4) They do not follow anyone

Cons of the page:

- 1) A mixture of different photos (food, people, graphics, certificates) (Fig. 9)

Figure 9 - Feed of the Kakheti restaurant



Source: Instagram [https://www.instagram.com/kakheti\\_georgian\\_restaurant/](https://www.instagram.com/kakheti_georgian_restaurant/)

In all places we compared, there is the same problem: no style in photos, and there is a mix of filters which creates a sense of confusion, so our goal is not to make the same mistake in our profile.

## **4.2 Promotion on Instagram**

The restaurant business is an ideal choice for social media, especially Instagram. Correctly configured advertisements will give effective results for a reasonable price. It can be promoted only to people who live near the restaurant or spend time near the café. However, before Facebook and Instagram promotion, the profile of our restaurant must look respectable.

### **4.2.1 What did we have before the promotion?**

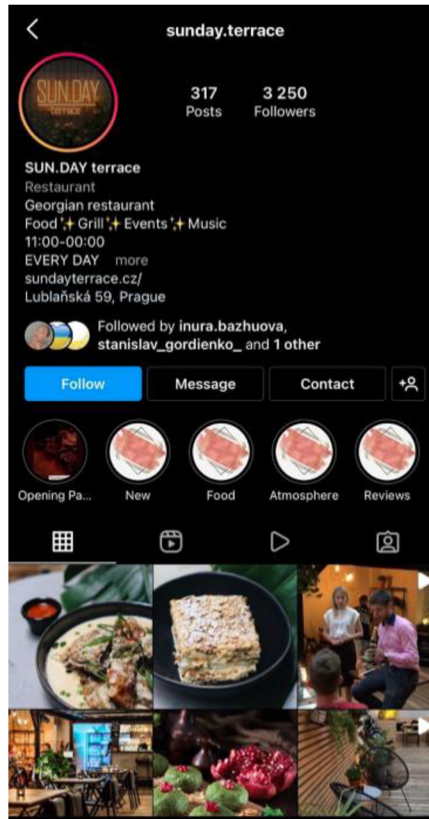
The surveyed business in this thesis is a restaurant of Georgian cuisine, "SUN.DAY terrace," which is located in the heart of Prague. The author of this thesis cooperated on the survey to enhance the business social media profile with the restaurant management and employees.

The goals of our cooperation were:

- 1) The activity of the target audience and visitor's engagement
- 2) To find loyal consumers who will follow the news of the restaurant and will be interested in the events that occur there
- 3) To increase the number of reservations through Instagram and not have free tables in the evenings

When we started working, the profile was active but had messy photos of food, events, and drinks. An account had 3250 not-so-active followers and 317 posts (Fig. 10).

Figure 10 - SUN.DAY terrace profile before



Source: Instagram <https://www.instagram.com/sunday.terrace/>

Pros of the old profile:

- 1) Active profile: stories and posts on an ongoing basis
- 2) Working hours are in the header
- 3) The cuisine is written in the header, so followers know that it is the Georgian restaurant

Cons of the profile:

- 1) No menu in the highlights. It is only on the website, which makes it more difficult for followers to find your offer
- 2) No style of highlights. The design was old, in a style that was popular in 2016-2017
- 3) The profile visual was not in the same style. There was a mix of pictures of food and people
- 4) There were no ad campaigns before, so the profile was not promoted on Instagram.

We had three months of work to promote this profile, make it more active and gain results.

#### **4.2.2 Analysis of the target audience**

We decided to start our work with the analysis of the audience. The first aspect we sought in an audience was financial security. Prices in the restaurant are above average, so not everyone can afford to go there. The main dishes start from CZK 230 and go up. It means we can promote it to people who travel a lot, who can afford to buy luxury things and go to expensive restaurants. However, there is a business lunch on weekdays, and it can be promoted to people who work near this place. As there are a lot of students in Prague, it can be promoted to people 18 years old and older. Students usually have money because they are financially provided for by their parents. They can visit this place during business lunch hours if they cannot afford the usual prices.

The next aspect was people's age. The most attractive audience is those aged 25 to 40, who usually eat and pay more.

Then we analysed the interests of consumers. There are two leading offers in our place: food and cocktails. So, the interests of our audience were clubbing, cocktails, live music, good wines, Georgian cuisine, expensive restaurant, and delicious food.

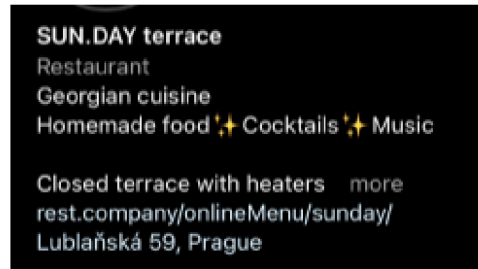
The central part of followers were women, which is why we decided to promote it to women first.

Overall, it can be concluded that the target audience is women and men aged 25 to 40 who do not want to spend their time cooking and prefer going to the restaurant or ordering delivery. They are businessmen or businesswomen earning more than an average salary in the Czech Republic.

#### **4.2.3 Creation and filling of the profile**

The next step of the promotion was the renovation of the old profile. First, we changed the header: we added details that we have homemade food, signature cocktails and live music, and our place is a closed terrace with heaters and visitors do not need to worry that they will freeze. Also, we updated the opening hours and the link to the menu with food pictures (Fig. 11).

Figure 11 - The header of the profile (SUN.DAY terrace)



Source: Instagram <https://www.instagram.com/sunday.terrace/>

Then we designed the highlights: reviews, drinks, menu, delivery, and reservation. Now they are in the same style and have useful information.

- 1) Reviews – all stories of visitors, their opinion and rate of a place
- 2) Drinks – our signature cocktails and videos of cooking
- 3) Menu – price list
- 4) Delivery – where to order our delivery
- 5) Reservation – information on how to book a table

The next step was the style of our page. As it was a problem on other restaurants' social networks, we made a photoshoot for Instagram and created an Instagram feed with 9 posts. The main feature of our feed was the mix of black and white and colour photos (Fig. 12).

Figure 12 - The feed (SUN.DAY terrace)



Source: Instagram <https://www.instagram.com/sunday.terrace/>

Then, we decided to post in English, as there are a lot of international visitors, and the majority can understand this language. We divided posts into different types: For this



feed, we created a content plan covering themes such as: selling posts, entertainment posts and information posts (Tab. 1).

*Table 1 - A content plan of the restaurant*

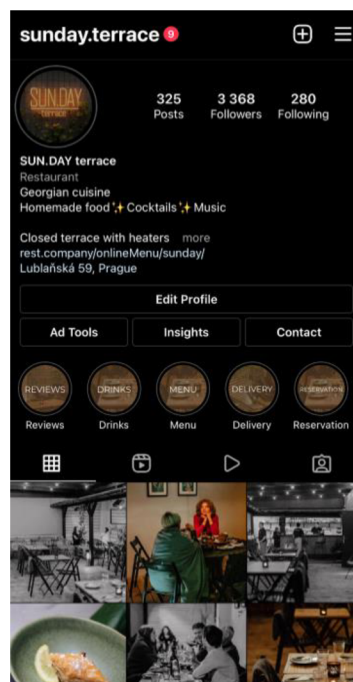
1 <sup>st</sup> post	Cocktails: taste our signature cocktails (description)
2 <sup>nd</sup> post	Delivery: how to make an order
3 <sup>rd</sup> post	Working hours: when do we work and how to reserve a table
4 <sup>th</sup> post	Our location: address and how to reach us
5 <sup>th</sup> post	Food: description of one dish from a menu
6 <sup>th</sup> post	Quiz: have you already visited our terrace, write your opinion
7 <sup>th</sup> post	Quiz: what is your favourite Georgian dish?
8 <sup>th</sup> post	Advantage of our place: blankets and heaters for your comfort
9 <sup>th</sup> post	Cocktails: our great choice of cocktails

Source: own work

And the last step was a plan of promotion of the restaurant. We decided to promote using paid ways and free methods. The paid ways are Facebook ads, working with influencers and contests. The free methods are video reels, hashtags and location in posts and stories.

After all these steps, we obtained the following result (Fig. 13):

*Figure 13 - SUN.DAY terrace profile after*



Source: Instagram <https://www.instagram.com/sunday.terrace/>

#### 4.2.4 Running ads on Facebook and Instagram

When the page was configured and designed, we decided to launch an advertisement through Facebook on Instagram. We made several creatives for our food and DJ events and used the interests and parameters we defined during the audience analysis (Fig. 14).

Figure 14 - Creatives for the first month



Source: own work

The results were not so bad in the first month but not what we were expecting. We have made two ad campaigns: the first for the wide audience and the next for the narrow audience. Both were to attract women of different ages and interests. It was running for 2 weeks, and we spent a minimal amount of money – CZK 25 for one creative. By the end of the first month, we spent CZK 786. The cost of one click was from CZK 2.56 to CZK 2.59. We got 159 clicks generally. CTR (click-through rate) was 1.70%, which is good as the average CTR on Instagram is 0.92% (Fig. 15). But we wanted to achieve better results and continued to promote.

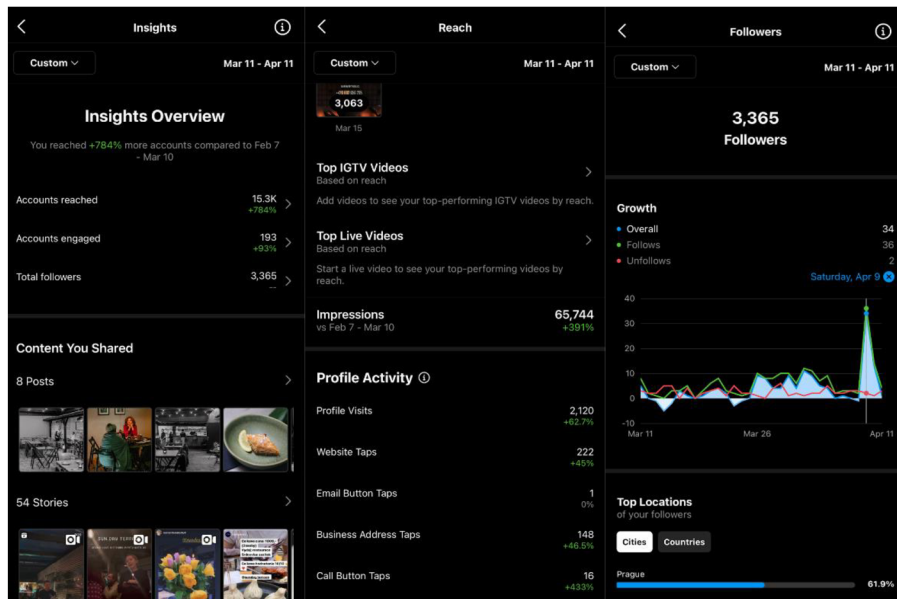
Figure 15 - Facebook ads (1st month)

<input type="checkbox"/>	Выкл/вкл	Название кампании	Уникальные клики по ссылке	Клики (все)	Цена за клик (все)	CTR (все)	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Широкая 24-45	1,30	24	64	2,59 Kč	1,75%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Узкая ж 24-45	1,51	44	95	2,56 Kč	1,66%

Source: Facebook

After the first month of ads running, all indicators in the insights have grown. Accounts reached, engaged and the total number of followers increased. We got 200 new followers and 80 unfollows. So, we got 120 net followers. This was a significant result. We enlarged profile visits by 62 percent, website taps by 45 percent, address taps by 47 percent and call button taps by 433 percent. There was an increasingly higher number of people messaging us through Instagram (Fig. 16).

Figure 16 - The results of the promotion (1st month)



Source: Instagram <https://www.instagram.com/sunday.terrace/>

However, we wanted to achieve better results and continued to promote.

In the second month, we only did an update of our creatives. And it was the best solution during our work. We understood that we needed photos to be more engaging and catchier to attract women. Moreover, we decided to run one ad to find a male audience. So, the first photo was made for a female audience as they like the neon and catchy interior of a restaurant. The second creative was made for men fond of eating meat and other Georgian dishes. We spent CZK 789.

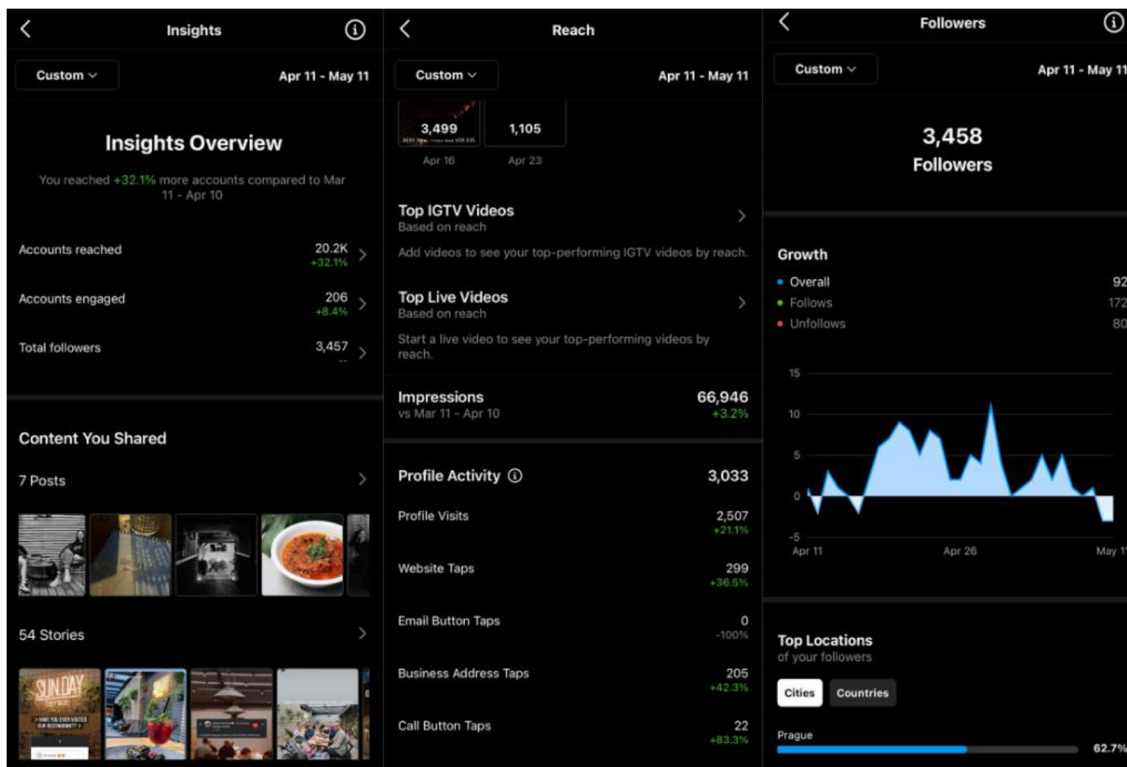
Figure 17 - Creatives for the second month



Source: own work

We used only these two photos (see Fig. 17) and by the end of that month, we had 699 clicks where the cheapest click cost was CZK 0.72). It was an unbelievable achievement. Of course, all indicators were upper than before. We increased profile visits by 21 percent, website taps by 37 percent and call button taps by 83 percent. Moreover, we got 172 new followers and 92 net followers (Fig. 18).

Figure 18 - The results of the promotion (2nd month)



Source: Instagram <https://www.instagram.com/sunday.terrace/>

We wanted to gain more results, so we increased our budget for the next month by CZK 50. In the last month of our work, we spent CZK 846 in all. We have already understood what kind of creatives (Fig. 19) we need and used only two for women from 18 to 40 years of age only. The cheapest click of the first campaign was CZK 0.97 and the cheapest cost of the second one was CZK 0.98. So, it was a very significant result. In general, we got 708 clicks.

Figure 19 - Creatives for the third month



Source: own work

As a result, we got 219 new followers and 141 net followers, which was higher than in the previous months (Fig. 20).

Figure 20 - The results of the promotion (3rd month)



Source: Instagram <https://www.instagram.com/sunday.terrace/>

## **5 Results and Discussion**

### **5.1 Results of promotion**

The main aim of this thesis was to investigate the peculiarities of social media marketing for promoting restaurant businesses in Czech Republic, especially in Prague, and to identify the most effective ways of promotion.

The results of this bachelor thesis demonstrate a comprehensive understanding of the peculiarities of SMM in the restaurant industry. The research shows insights and benefits of using social media for restaurants.

The findings suggest that social media platform such as Instagram is the best way for restaurant promotion right now. It offers a variety of promotional opportunities to reach a wider audience and engage with customers. For example, working with influencers, boosting an ad in Instagram or in Facebook and others. This thesis highlights the importance of having an active social media presence to promote a restaurant effectively.

Furthermore, there were some recommendations for restaurant owners provided: sharing and creating high-quality content, engaging with customers, responding to them, and creating a profile visually attractive. The significance of advertising campaigns is also highlighted.

As a practical part of the research, the thesis creates and promotes a business profile of the Georgian restaurant in Prague. The analysis of promotion demonstrates the effectiveness of the proposed social media strategy as the engagement with customers grew, a brand awareness increased and the number of messaged was more than in the beginning. By the end of our cooperation with the restaurant, we had had 3600 followers in all (in the beginning, we had 3250 followers for a long time)

Overall, the research provides valuable insights for restaurant owners in Czech Republic and offers practical recommendations how to improve their social media activeness and business success.

### **5.2 Suggested business social media campaign**

Why this advertisement strategy was successful?

- 1) Creatives were attractive, especially for women 18-45 years old. The photos for the ad were successful because there was the same filter, pictures of food, drinks and happy people who visited the restaurant.
- 2) The profile was prepared for the ad campaign. There was the same style of photos that correlated with creatives.
- 3) The header was prepared too. There was all information for booking a table: telephone number, address and e-mail.
- 4) The audience were women around 18-45 years old. Women are the most potential customers. They are more interested in following restaurants and sending their friends posts. Women usually are the people who invite their family and friends to restaurants.
- 5) The most attractive creatives were the pictures of beautiful cocktails and food in nice dishes, so it attracted women who like aesthetic photos.

### **5.3 Recommendation for future promotion**

Instagram is a powerful social media platform so we should use all resources to be successful. For future promotion of this Georgian restaurant, it is recommended:

- 1) To collaborate with Prague food bloggers and influencers. It is possible to offer them a payment for their promotion or to offer them a complimentary meal at the restaurant for a review.
- 2) To host themed events that are connected to a restaurant's cuisine. For instance, a wine-tasting event or a pop-up dinner series featuring guest chefs.
- 3) To offer exclusive menu items only for people who are following an account. It can create a sense of exclusivity.
- 4) To create shareable elements in design of the restaurant. For example, a wall mural or a photogenic dish that people would love to capture.
- 5) To host giveaways or contests to engage with followers and to attract new customers.

## 6 Conclusion

Social networking sites have become an essential tool for restaurants to promote their businesses and engage with customers. People should use this opportunity of the digital age and tell the world about their businesses.

Social media marketing offers businesses to gather information about customer preferences and behaviour. It allows the business to understand their target audience. Moreover, it can help small business with limited marketing budgets to promote itself. If a company has a strategy, a content plan in advance and goals of promotion, the work in social media will bring results.

As for restaurant industry, it is a great chance to attract new customers. Social media allow restaurants to showcase their unique features, menu items and promotions for a wider audience. With the rise of online services for ordering and delivering, social media have become even more critical component of restaurant's marketing strategy.

This research has highlighted one more time the importance of using social networks for all kinds of businesses and the need to develop a strong social media presence to remain competitive in the market.

The practical part has presented a strong advertisement strategy for three months for a selected restaurant in Prague. Changes in a social media profile made it more attractive for followers. They want to subscribe and stay on this page to know everything before others. Advertisement campaign helped consumers be aware of the restaurant of Georgian cuisine. Nowadays, it is one of the most popular restaurants of Georgian food in Prague. Every evening all tables are booked, and the number of direct messages increased twice.

The next recommended steps for this restaurant are to cooperate with bloggers and influencers, to update a lunch menu or create a special menu for followers and to have more events not only on Friday as right now. Right SMM strategy and help of the business owners can lead to the success of the restaurant and attracting new potential customers.

As the importance of social media continues to grow, it is essential for a restaurant business to develop a well-planned SMM strategy and stay ahead of the curve in this fast-paced digital world.



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### **8.3 List of abbreviations**

B2B – Business-to-Business

SMM – Social Media Marketing