

Saimaa University of Applied Sciences
Faculty of Business Administration Lappeenranta
Degree Programme in International Business

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Practical usage of Social Media Networks by coffee houses in Saint Petersburg

Thesis 2018

Abstract

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Practical usage of Social Media Networks by coffee houses in Saint Petersburg, 66 pages, 4 appendices

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The purpose of this research was to understand how the Social Media Marketing sphere works among the coffee houses in Saint Petersburg, Russia. Firstly, the phenomena of Social Media networks and Social Media Marketing were examined. Then, interviews with Social Media managers of several cafes were carried out. The qualitative research method was used in order to answer the main research question.

The information was gathered from professional literature, articles, online blogs, reports, oral presentations, case studies, videos and University courses. The author's proficiency and own experience complemented the findings as well. The empirical research included interviews with representatives of seven coffee houses with high presence in the Social Networks.

As a result of this thesis study, guidelines for maintaining business accounts in the Internet were presented. Based on these guidelines and the information collected by the author, a successful Social Media Marketing strategy for a company can be created. The author identified the key points that should be taken into consideration by every company whose plan includes improving sales with the help of digital advertising. This thesis report can be used as a guide for the promotion of a café or other small company in a market similar to Saint Petersburg.

Keywords: social media marketing, digital marketing, content marketing, content creation

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Terminology

Social Network – a dedicated website or other application which enables users to communicate with each other by posting information, comments, messages and images, for instance.

Social media marketing (SMM) – is a form of Internet marketing that utilizes networking websites as a marketing tool.

Social Media Optimization (SMO) – the use of social media networks to develop and manage an organization's message.

Click through rate (CTR) – is the percentage of people who click on the ad after seeing it. (In mathematical terms: $CTR = \text{Clicks} / \text{Impressions}$.)

Content Marketing – a type of marketing that involves the creation and sharing of online material that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

Conversion rate – is the measurement of success in getting visitors to perform a desired promotion.

Engagement rate – is a metric that measures the level of engagement that a piece of created content is receiving from an audience.

KPIs – are key performance indicators that allow to evaluate the main metrics of the community, which are used to evaluate the success of an advertising campaign.

CPM (Cost Per Mille / Cost Per Impression) – Cost of 1000 shows. If one has chosen to pay for impressions, this amount is deducted from the advertising budget for every 1000 ad impressions.

CPC (Cost Per Click) – Cost of transfer. If one chose to pay for conversions, this amount is deducted from the advertising budget each time the user navigates through the ad.

1 Introduction

The introduction chapter describes the objective of the thesis as well as the scope and methods. Also, the background information both about the author and the chosen topic is provided.

1.1 Background

First of all, the author would like to introduce herself and explain the choice of the aforementioned topic, the fields of interest, what she knows and what she has aimed to accomplish in this thesis project.

The author's name is Polina Yakimenko and she is a 4th year student in Saima UAS, on the International Business bachelor programme. She has already passed eight different marketing courses in Saima UAS and in EDC Paris, where her exchange period took place. Mostly, the courses were concentrated on traditional ways of advertising, however one of them, Digital Marketing, gave extensive up-to-date information on the digital topic, about which she writes in paper. Moreover, during summer 2016 she participated in a few SMM courses in her home town Saint Petersburg and she uses the information gained there in this study. She has read extensively concerning promotion in the Internet and has already put some of the ideas into practice while running her own business. Also, during summer 2017 she took an intensive course in graphic design and she uses the knowledge obtained there in the empirical part of the thesis study as well.

This paper includes all the operations which can be done for a business with the PC. This include making pleasant looking accounts in social media networks, setting of the targeted advertisement, collaborating with bloggers and to end with the creating of the form style (logo and web-page, for instance)

The empirical part is based on the personal interviews with the representatives of seven coffee houses in Saint Petersburg concerning their activity in social media platforms and the efficiency of digital way of marketing in their personal cases. The list of coffee houses includes: Babe's Bakery, Latteria, Mad Espresso Team, Opetit, 2a concept, Bushe Bakery and Bize Bakery. Each of them was

found in the Internet, which means that all of them have some presence there. They cannot be considered as absolutely similar types of cafes. This choice was made in order to analyze the difference between chain coffee houses and single ones. At the very end, the conclusion part will include “Practical usage”. The guidelines which will allow to develop an effectively working Social Media marketing strategy from the authors point of view are presented, and is including a content plan for all main SMM platforms as well as a flow chart, a template of the brief, elaboration of a form style and the style of pages in main social networks and personal recommendations. In other words, the second part of this thesis is an example (with guided instructions) of the work of SMM specialist in a small business in the restaurant industry in the Saint Petersburg market based on the information and knowledge from this research.

The author aims to understand and estimate the importance of the topic in today's world which the statistics below corroborates. Brand awareness strongly depends on a company's presence in Social Media platforms. As for small businesses, 78% of those use SMM channels to gain new customers, whereas 33% of customers mentioned that they do find new goods and services via social media. As for brand validation, 63% of customers searching for a business via the Internet choose an informative social media presence. Company is very likely (71%) to be recommended to others if the consumer receives a quick and detailed response on the social media page. That is why the author strongly believes that the studied question is an essential part of marketing strategy for all businesses, especially small ones, and this research provides the reader with the information on how to make this field of marketing as effective as it is possible. (Why you need to understand the importance of social media 2016.)

1.2 Purposes of the study

The foundational purpose of this study is to create a guideless for the successful creation of Social Media Marketing strategy and promotion of a café or other small company in a market similar to Saint Petersburg. The accompanying objectives are to open the minds of the readers to this digital way of marketing and how simple it is, as well as to share valuable experience in the field, to use the knowledge the author has already gotten during three years of study and gain

some new ideas during this extensive research. In the study process, the author includes plenty of information sources, data collection, analysis and procession as well as the elaboration of guidelines. The process itself is a useful experience in terms of managing a project, writing a scientific paper, cooperating with a supervisor, making interview appointments as well as conducting, then analyzing the received results, following deadlines and acting in public.

1.3 Limitations and delimitations of the study

The first limitation is the fact that there are not so many professional scientific books concerning the topic of Marketing in the Internet as it appeared not so many years ago. The second one is about the high volatility of all digital spheres (some knowledge gained two years ago is useless now). The third limitation is the fact that it is impossible to create a strategy that will one hundred per cent work in certain cases. Last but not least comes the respond rate from the coffee houses and their desire to participate in an interview.

As for the delimitations, some of them can be drawn from of the thesis topic. First of all, Russia was chosen as a target market and then narrowed to the Saint Petersburg city. The reason for this is the fact that it is the home town of the author and the convenience to hold personal interviews there. There is also a possibility for the author to launch a business there. Then, the restaurant industry was chosen because it attracts the author and later the scope was narrowed to the coffee houses. The second delimitation is the framework of the marketing discipline, concentrating on digital marketing. The list of those social media platforms that are used in Russia most frequently includes: VK, Facebook, Instagram and Odnoklassniki.

The conclusion with the Social Media Marketing guidelines are intended to be focused on general digital marketing concepts, so implementing them in a certain case will include a minimal change. The example of the Saint Petersburg market can also be considered as one that easily can be adjusted to other European cities.

1.4 Research questions

As for the research questions this study includes several of them. The main question could be defined as follows:

- How do you need to act in the social media in order to make this channel the main marketing tool for a small business and get the maximum profit?

However, this research cannot be complete without answering the following sub-questions:

- What is the role of social media marketing in today's world?
- Is it enough to use social media as a main (or the only) marketing tool for small business?
- How strong is the relationship between active presence in the social networks and gaining more profit/attracting more customers/getting more loyalty customers?
- Which are the most popular and "workable" social networks for marketing in Saint Petersburg?
- What are the effective techniques and "life hacks" in Social Media Marketing?
- What, when, for whom and how often should posts be made?

1.5 Research design

The author defines this type of research as exploratory because it includes both pre-investigations on the topic and a strong theoretical framework, which will result in a clear conclusion. For the empirical part the qualitative research method was chosen. The information received from the respondents is considered as the primary source of information for the thesis. The secondary data found in literature and reliable Internet sources complements the empirical information. Therefore, both deductive and inductive approaches are used. As for the the nature of the study, it is analytical research because the author uses facts or information already available and analyzes them in order to make a critical evaluation of the material. The empirical part of this paper consists of per-

sonal interviews, which are carried out in Saint Petersburg, Russia, with the social media managers of the coffee houses mentioned in the background chapter. (Bryman & Bell 2011.)

The respondents are contacted in advance in order to explain the purpose of the interview, address the terms of confidentiality, explain the format of the interview, indicate how long the interview usually takes and provide the author's contact information.

Representatives of coffee houses in Saint Petersburg participate in a personal interview, which consists of 15 open-ended questions. The questions are attached as Appendix 1. This questionnaire has a funnel structure with questions about general and basic information at the beginning, more specified question about digital promotion in the middle, and questions about plans for future at the end. The author had a unique dialogue with each representative, which allowed to see both the differences and similarities in of social media managers work in the restaurant business.

1.6 Review of the sources

In order to understand the topic in a deep way, several literature sources were studied. The literature is considered to be a secondary source of information for this paper and forms a theoretical background to the thesis. The reliability of the received information is considered to be one of the main criteria. Therefore, books and scientific articles are more preferable than web pages, web pages are used most of the time to give the correct definition. In addition to printed sources the author also uses the lecture materials provided by Social Media Marketing school where the author studied in summer 2016. All the aforementioned sources as well the answers received from the carried out interviews, provide the author with all the essential information in order to create a new theory.

1.7 Structure of the thesis

The title of the thesis is "Practical usage of social media networks by coffee houses in Saint Petersburg". This work is divided in to two parts. The first one is

a theoretical background with all the key concepts, figures and definitions in social media marketing. The first part has a funnel structure with general topics and definitions at the beginning, then narrowing the viewpoint on the main topic in the end. The empirical part is the one where the practical research is presented. It consists of eight parts and each of them includes four subparts: Interview results, Description, Case Examples and Key points. The clear and well-structured conclusion is guide for the promotion of a café or other small company in a market similar to Saint Petersburg.

2 Theoretical framework

Working in any sphere and writing any kind of paper it is essential to understand the topic completely, have the ability to operate with facts, know all the basic information and key terms. The importance of the theoretical framework section is to make the report logical and well-structured. That is why the author begins with background information about Social Media, the way how it appeared, what it simply is, which the main Social Media Platforms are and what they are like. Then, the Social Media Marketing concept is examined together with several other concepts and theories.

2.1 Social Media phenomenon

A strict definition from a dictionary defines Social Media as form of electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages and other content (as videos) (Merriam-Webster 2013). There are several formats for Social Media posting and they vary significantly. Even if one is not familiar with the Social Media sphere one may know several of them. Three main types of main Social Media Platforms are defined below in Figure 1.

In simple words, Social Media and Social Media Networking are Internet websites that provide the opportunity to specify and share any information about oneself. The one common feature in all social networks is the formation of a system of friends (sometimes reciprocal friends, sometimes unilateral followers) and groups. Almost in every platform it is possible to share own thoughts, es-

establish interesting quotation on a personal page. Another important feature is the accessibility to the platform for every owner of smartphone, tablet or computer. It means that having one of the aforementioned devices it is possible to share the thoughts and ideas with the people on the other half of the planet. (Langmia, Tyree, O'Brien & Sturgis 2013.)

Communication:	Blogging:	Blogger, LiveJournal, TypePad, WordPress
	Microblogging:	Twitter, Yammer, Google Buzz
	Location:	Foursquare, Gowalla, Facebook Places
	Social networking:	Facebook, LinkedIn, MySpace
	Aggregators:	Google Reader, Netvibes, Pageflakes, iGoogle
Collaboration:	Conferencing:	Adobe Connect, GoToMeeting, Skype
	Wikis:	PBworks, Wetpaint, Wikia
	Social bookmarking:	Delicious, Diigo, BibSonomy
	Social bibliography:	CiteULike, Mendeley
	Social news:	Digg, Reddit, Newsvine
	Social documents:	Google Docs, Dropbox, Zoho
	Project management:	Bamboo, Basecamp, Huddle
Multimedia:	Photographs:	Flickr, Picasa, SmugMug
	Video:	Viddler, Vimeo, YouTube
	Live streaming:	Justin.tv, Livestream, Ustream
	Presentation sharing:	Scribd, SlideShare, Slidrocket
	Virtual worlds:	OpenSim, Second Life, World of Warcraft

Figure 1. Social Media Platform's division (Cann & Dimitriou 2011)

2.2 Social Media development

Even if it may seem that this digital era started just a ten years ago actually there was quite a long way from the Internet invention till the current social media situation. The first significant changes have happened after the e-mail was invented. It was a totally new invention that made it possible to communicate in an interpersonal manner with the help of computer networks only. At the initial stage, e-mail implied contact between only two people or organizations, and only after a while the option to share information between groups and mailing lists appeared.

A teleconference or a newsgroup was considered to be the next stage in the development of Social Media. It did not have anything common with telecommunications; it included storing messages and allowing interested users access to a complete history of information exchange. The grouping of messages became available as well. The term “chat” also appeared at that particular time period.

The very first social network website was founded in 1997 with the name SixDegrees.com. It allowed users to create a personal page, add friends and create groups. However, it could not be considered as a successful product and stopped its existence at the beginning of the 21st century. (Goble 2012.)

Initially, the main goal of these systems was to primarily ensure such business tasks as informing, discussing problems and working communication. Only later it became clear that such systems also can be used for personal communication. Both the cheapness and simplicity led to an explosion of popularity. After the beginning of this non work related communication, personal and public groups of people united by common interests were created.

The creation of Facebook in 2004 could definitely be considered as the most significant development. Despite of the fact that in the beginning it was created as a network only for Harvard students in 2006, it is now offered to the general public and anyone who has an email address can sign up. (Langmia, Tyree, O'Brien & Sturgis 2013.)

All the methods of communication mentioned above are in many respects quite similar to the modern ways of communication, but, anyway they were only the beginning and nowadays opportunities are much wider (Yakimenko 2017, p. 5).

2.3 Social Media networks

As it was mentioned in the limitations and delimitations chapter, specifically four Social Networks are examined in this study, in terms of their marketing efficiency in Saint Petersburg. That is why in the theory part the author provides basic and background information about Instagram, Facebook, VK and Odnoklassniki.

2.3.1 Instagram



Figure 2. Instagram logo (Instagram 2018)

- Founded: October 2010
- Founders: Kevin Systrom and Mike Krieger
- Audience: from 15 to 40 years old; gender 67% women, 33% men
- Why Instagram: improves brand recognition, allows to demonstrate both physical goods and services

Instagram is a social networking app made for sharing photos and videos from the smartphone. Instagram is something between a social network and microblogging. It is, a kind of Twitter in the pictures, where one post photos and give them a brief description. Instagram can be considered as a “visual-centric” social network. The analogy between Instagram and fashion magazine can be traced. This definitely more interactive, but still professional account is a small-format gallery with eye-catching and pleasant looking high quality images. (Vaynerchuck 2013.)

Instagram can be used as a personal photo archive, as an application for processing photos and as a social network to share photos that convey fragments of person’s life with the subscribers. After the common log in procedure to the application it can be fully used. Both the camera rolls pictures and made by the built-in camera with the application are available to publish. It is also possible to edit photos via preset filters or third-party apps in order to make color corrections. The importance of the visual content is discussed by the author in the further chapters. After the photo has been edited, the text can be added as well as

the geo location where the photo was taken. After all these actions, the subscribers and other Instagram users are able to estimate the posted snapshot. Every photo can be commented on (only if the owner of the account did not switch this option off), as well as "liked" (to put a heart sign to the photo as a seal of approval). In this social network there is no possibility to "dislike" a photo in contrast to Facebook or YouTube, for example.

Despite the fact that in 2010 Instagram was exclusively available only for the iOS operating system and Apple product users could download it during the first two years, but currently the application is available for both IOS and Android software users.

2.3.2 Facebook



Figure 3. Facebook logo (Facebook 2018)

- Founded: February 2004
- Founders: Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, Chris Hughes
- Audience (on the Russian market): from 20 to 60 years old, solvent
- Why Facebook: allows to enter the international market, low cost of targeting ads, focus on B2B

Facebook is a unique Internet platform, one of the largest social networks in the world and a tool for fast, instant interaction of people from all over the world. It is a well-developed platform with good thought-out functionality that allows users to actively communicate and interact with each other at any time of the day, anywhere, in any city or country in the world. Facebook has a multifaceted functional interaction between people; users share knowledge and experience, post news, photos and videos in personal and professional fields. (Mazer, Murphy & Simonds 2007.) Facebook is loved by social media managers because it gives an opportunity to create public business profiles with the most common features

of the personal pages (Zarrella 2009, p. 68). Having the reputation of the network for procrastination it actually can be considered as a strong tool not only for the marketing managers but also for the educators. Some professors created an entire lecture focusing on the aforementioned website and their students learned about the time management on this example as well as the promotion of a business account, crafting the form style of the organization and having a conversation with customers (Langmia, Tyree, O'Brien & Sturgis 2013, p. 46).

2.3.3 VKontakte (VK)



Figure 4. VKontakte logo (Vkontakte 2018)

- Founded: January 2007
- Founder: Pavel Durov
- Audience: from 7 to 60 years old; gender: 57% men, 43% women
- Why VK: the most popular social network in Russia, makes it possible to post content of any format

VK or VKontakte (meaning InContact) is basically a Russian version of Facebook. Not only the interface, functions and using are the same, but also the success and the huge audience of users. VK is the most popular social network on the territory of Russia, Ukraine and Belarus. (Kanin n.d.) This fact explains the choice of taking VKontakte among other networks in this research. Having an account there also allows to create a page (personal or business one), add friends and interests, share thoughts and photos. From the marketing point of view, VK is similar to Facebook in many aspects as well. It is possible to set up the targeting ads choosing the location, interests, on marital status, for example. The main difference is that Facebook is more focused on B2B. (Kanin n.d.)

2.3.4 Odnoklassniki

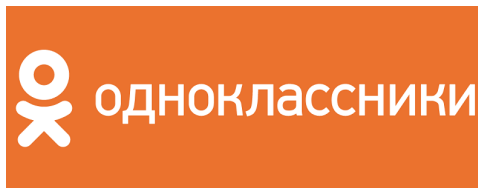


Figure 5. Odnoklassniki logo (Odnoklassniki 2018)

- Founded: March 2006
- Founder: Albert Popkov
- Audience: 7-15 years old, 40-60 years old; not solvent
- Why Odnoklassniki: to target this specific audience (older demographic)

In Russia and former Soviet Republics one more popular network is called OK or Odnaklassniki (meaning Classmates). As it can be noticed from the name, this social network was created in order to help old friends and classmates stay in touch. Also, this one can be considered as a very similar one to Facebook and VK with the main difference being the unique age groups (older demographic) which could not be found in the three aforementioned platforms. Knowing this fact social media managers put their attention on writing as clear texts as it is possible, may use CapsLock, put increased amount of direct likes and direct benefit indication. Choosing between brand pages and groups the account manager should prefer the first option which contains tabs for discussion topics, photo and video options, quizzes, multimedia sections, and outside links. Mixing these features with well-written text will attract more visitors to the brand page, by putting "class" (OK version of "like") the user shares post with friends, which increases the virus as well as attracts more visitors to the page, causing a positive impact on sales. (Understanding Russian social media: VKontakte & Odnoklassniki 2014.)

2.3.5 Other

Apart from the four social media platforms chosen by the author for this research, there are several other platforms that also are worth mentioning.

YouTube. In most countries of the world, the YouTube portal is considered to be the largest video social media network, which provides users with different services for uploading, editing and watching videos (Zarrella 2009, pp. 83-85).

The creation of a video channel (personal account) is absolutely free, and this fact attracts a huge number of users from every part of the world. The user has managing functions in relation to his own video channel, which means that this ability allows him to view, add, comment and delete videos. In spite of the difference from the other social networks, it still is considered to have been created for interaction between users and the communication feature is included. (Yakimenko 2017, p. 7.)

Twitter is a social network that allows users to leave short messages on their page, up to 140 characters long (the restriction reappeared in 2012). Twitter is definitely an excellent opportunity for advertising distribution because it is both easy to use and does not require a lot of time for posting because of its concept. It can be used for announcing upcoming events and special offers, promoting newest products and providing links to another company's accounts. (Zarrella 2009, p. 31.)

The great popularity of this site is generated also by a large number of famous personalities who have official accounts. This social media network allows to follow the changes in the life of celebrities who, in its turn, enjoy this platform because of the short time they need to spend on publishing. Subscription to news allows to get the latest information about the news posted. In addition, there is an option to "reply" to someone's tweet in order to start a conversation or to "retweet" the information in order to share one special tweet with the followers and spread it around. (Langmia et al. pp. 43-45.)

In addition, Twitter has become one of the most powerful news sites. That was because of a simple but effective system of hashtags, so everyone can get acquainted with various information presented in an easy way (Yakimenko 2017, p. 7).

Telegram is a cloud based instant messenger released in Russia in 2013 by Pavel Durov (Telegram 2013). Planning this research paper, the author did not

plan to discuss messengers such as WhatsApp and Viber in the Social Media Marketing case. However, after carrying out the very first interview with one of the coffee house representatives, it became clear that having a Telegram channel is more common among the cafes in Saint Petersburg than using the Odnoklassniki social network.

Having 100 million users and 15 billion messages every day this app becomes an attractive marketing platform. As for the advantages of this messenger, they include product promotion and additional traffic to the site, up-to-date information, telegram channel as a newsletter, operative service and support, online ordering and feedback collector. (Black 2017.)

Creating a corporate channel is the best option for a company to start their presence in this platform (as in “O petit” café case which is discussed in the empirical part). The administrator of the channel has the ability to post messages and share them with all subscribers. After a new post is done all the members of this chat will receive an alert on the home screen of their mobile phone. This is the fastest way to provide customer with new information. The channel can be digitalized even more when made as a Telegram bot (an account operated by software, not a person.) As for the advantages this bot minimizes the possibility of human mistakes, but on the other hand it makes the channel less personal. Finally, it is definitely worth mentioning that in Telegram there are stickers. Telegram stickers can be considered as one more way to personalize the channel and promote a company. It is easy to create a unique pack launching on @Stickers account and Telegram bot. The more creative and non-standard stickers a company implements, the more people would like to share them with their friends. (Black 2017.)

LinkedIn is very different from the above-mentioned resources. In contrast to the previous mentioned social networks, where entertainment is one of the main purposes, LinkedIn has a professional predestination. This platform does not have any photo-sharing options, and users visit this network with a very specific purpose, such as to find a job or replenish the contact list and meet new people for future cooperation. An interesting fact about this social network is its paid fee for some type of access. (Zarrella 2009, p. 71).

2.4 Social Media marketing

Marketing itself is a management process which allows products and services to be delivered from a company to customers with the help of 4 P's, which consist of a product which meets a certain customer need, price and its determination, place and placement (where the project is going to be sold and the way of delivery to the market), and creation of the promotional strategy. (Business Dictionary n.d.)

Social Media Marketing is defined as a form of marketing by the use of the Internet that consists of creating and publishing content via Social Media Platforms in order to gain more profit, increase traffic, attract new customers, attention and other brand goals. SMM uses social networks as channels to promote companies and solve various business problems with the help of both regular postings in accounts and paid promotions. By means of SMM, it is possible to attract new active potential customers to the site. Social media platforms have an audience comparable to the audience of television channels, but users on the Internet are much more attentive to new information. SMM is most effective in communities where the products being sold meet the target audience. Direct communication with interested people makes it possible to turn them into future clients. The aim and the basis of SMM is the creation of content that people would share with their friends themselves. This way of marketing gives the ability to show the "face" of the brand, its appearance and "voice". Being the main connection to the real customers with this ability to humanize the brand it can be considered as an effective way to increase customer loyalty. (World Stream n.d.)

Nowadays SMM is on the peak of popularity with several weighty arguments for it. To begin with the low cost comparing to other advertisement channels, a company gets the opportunity to be modern, fashionable, close to buyer and has the ability to get fast and effective feedback, increased customer loyalty, viral effect and accurate coverage of the target audience. Some disadvantages of this way of promotion include low orientation on sales, complexity of control and the need for constant work with the social network. In addition, the excessive openness in the case of negative situations could play a cruel joke.

2.4.1 Social influence marketing

One more subdivision of social media marketing is social influence marketing, also known as influencer marketing. It can be considered as a relatively recent form of marketing that works through social accounts of certain people (thought leaders, famous people and bloggers, for example) in order to impact consumer behavior with the help of recommendations of influential figures. Social influence marketing can be divided in three parts: Referents are people participating in the social platforms and influencing brand affinity and desire to buy by updating their status and writing positive reviews. Experts have an authority on the product that the consumer is considering purchasing. They are known also as key influencers who commonly have a personal blog specialized on a certain topic. There is the positional group who are the closest to both the buyer and the purchasing decision. (Singh 2010.)

2.4.2 Targeting advertisement

Another way a product can be promoted is a targeting advertisement or ad targeting. The term comes from the word "target" which means something selected. This advertising mechanism allows a SMM manager to customize the campaign so that it will only be shown to the target audience. Targeted advertising is advertising, which is not tied to the content of a web page, but to a specific group of users, based on their previous behavior or personal data. Retargeting is a marketing tool in which banners are targeted at an audience that used to visit a site.

In comparison to contextual advertising, the targeted one works on the "question-answer" principle. The second, without waiting for questions, makes the user suggestions, based on the information available about him and counting on the transition through an advertising link.

Advantages of ad targeting:

- ability to track the complete statistics of each advertisement
- ability to use retargeting
- ability to use different ad formats
- ability to clearly determine your target audience

- ability to build your marketing calendar around seasonal offers (5 benefits of target marketing 2017).

2.4.3 Content marketing

Content marketing is a type of marketing that concentrates on the creation of visually interesting and useful content, its publication and distribution to the targeting audience via Social Media Networks (Wainwright 2016).

Creation of a unique and whole brand image on the account could be considered as a company's appearance. Content marketing is the voice of the brand and it should talk in a language understandable to the audience. This means that on an account with a target audience of people in their early thirties the "voice" of the brand will be more formal and official in contrast to a target audience of the Z generation with whom a "voice" with slang words will definitely works much better. If the target audience was determined correctly and it met an interesting content in their language, this formula will work for that brand:

$$\text{person} + \text{interesting content} = \text{subscriber}$$

The account gets more subscribers if the content is picked up correctly and in right proportions. For these purposes, three main types of content can be distinguished.

The first content type is viral (or entertaining) content. It has to comprise pleasant looking pictures which subscribers enjoy seeing on their timelines and sharing with friends. It also can include some funny videos and informative posts. The best way for this storytelling content is using the visual media (video and audio ones), which are more easily consumed on the home screen. However, in this case likes do not mean effectivity. In other words, interesting viral content does not guarantee a high interest in goods to be sold.

The second type is involving content. That one includes in itself different polls and surveys, quizzes and posts with questions which gives the possibility to act in comments giving feedback. In this case it definitely has to be remembered that feedback is the strongest side of social networks.

Finally, the third content type is a selling content or utility one. In that kind of posts all the useful information about the selling goods has to be mentioned. It usually includes some news, reviews, discounts or list of new items available, for example. (Leib 2016.) The reasonable correlation between content types in percentages looks like this:

50/30/20

viral/selling/involving

In the creation of a brand's content strategy, the Social Media Manager has to focus on the message which needs to be delivered to current and potential customers, main rubrics and subdivisions of the account and all those topics which would be weekly or monthly located in the content plan, the whole corporate appearance in social media platforms, constant style and color spectrum. The following guidelines apply:

- Content strategy depends on the product/brand, target audience, goals in social media, competitors and budget.
- Good publication is characterized by a good quality image of at least 1000x700 pixels with strong short title and text, adapted for social networks.
- The image first of all needs to be high quality and in the correct proportions, with the intriguing content, live action and eye-catching concept.
- The heading needs to be short and clear, without stamps and useless information.
- The main text needs to be clear and short as well and also broken into paragraphs.

If everything is done this way, the content will work effectively and bring more attention to the company as well as more profit. The efficiency of the content is tracked by two factors – the transitions to the site and the engagement. (Sahauva 2016.)

2.4.4 Brand management in social networks

Brand management is defined as a structured, justified, verified and controlled set of measures for creating a trademark, developing packaging design corporate style and holding promotions. In other words, it involves the use of the whole arsenal of marketing tools to influence the consumer. (Blanchard 2012.) The **goal** of brand management is to increase brand value and brand awareness. The main **problem** of brand management is working with intangible values.

The work of the brand manager is necessary as preliminary work in order to understand what content should be published on social networks. The content that the company posts is as close and appropriate to the image of the potential buyer as possible. There are several tasks of the brand manager when creating a brand:

- the formation of brand concept by keywords
- creation of a mood board for graphic designer
- work on graphic design
- setting the main message which will be spread in social networks.

To work properly with intangible values and have a one and complete image of the brand in social networks, it is necessary:

- to highlight the main feature that the company will broadcast (it can be the level of service, belonging to one layer of people, certain stylistics and ethics, team spirit, for example)
- to use the most up to date tools for submitting the main thoughts of pages in social networks.
- to maintain identical line of communication with visitors on the page both visually and in texts.
- to acquaint the audience with the inside corporate values (it can be the team spirit, mutual hobbies, service provided by the company, for example)
- to stand out among the brand group in this segment.

Brief is a document necessary for quality implementation of brand management to social media networks. It includes the description of the brand, the essence of the project, the uniqueness of the project, core of the target audience, emotional language of the brand, graphic language of the brand and the main task of working with the brand. (Savinkova 2016.)

3 Empirical part

3.1 Description of the cafes and their presence in social networks

3.1.1 Interview results

The author conducted seven personal interviews with representatives of coffee houses located in Saint Petersburg, Russia. They were:

- 1) French Bakery **Opetit**, Blohina st. 23
 - accounts in Instagram, VK, Facebook, Telegram
- 2) Coffee Shop **Mad Espresso Team**, 2nd Sovetskaya st. 27
 - accounts in Instagram, VK, Facebook
- 3) Café **Babe's Bakery**, Marata st. 30
 - accounts in Instagram, VK, Facebook, TUMBLR, FLAMP
- 4) Bakery **Bushe**, Café chain, several addresses
 - accounts in Instagram, VK, Facebook, YouTube
- 5) Coffee Shop **Latteria**, Majakovskogo st. 16
 - accounts in Instagram, VK, Facebook
- 6) Candy Store **Bize**, café chain, several addresses
 - accounts in Instagram, VK, Facebook
- 7) Coffee shop **2A Concept**, Gorokhovaya st. 49
 - accounts in Instagram, VK, Facebook.

It can be seen that in the list of accounts of each coffee house there are three social networks always repeated: Instagram, VK and Facebook. In contrast, the site Odnoklassniki, which is considered to be one of the largest Social Networks in Russia, turned out to be not efficient in terms of advertising coffee houses because of the fact that visitors to this site are not the potential customers of such establishments. Other platforms such as Telegram, Tumblr, FLAMP and

YouTube were mentioned occasionally and are not considered to be essential for Social Media Marketing strategy. Every café (7 out of 7) answered that Instagram is the most effective channel for promoting their coffee shop.

3.1.2 Description

Thus, the three main Social Media Networks for SMM promotion in Saint Petersburg are Instagram, VK and Facebook. At the beginning, an SMM manager needs to create or optimize these accounts. Optimization will make the company's profiles visible to users of search engines. The following actions have to be performed:

- Set the company logo as the profile photo. If the company does not have a logo, it is possible to use an image of one of the brand's products. It is better to set a similar photo in all three networks in order to become familiar to users.
- Use the name of the company and / or words that express the essence of the business as a nickname.
- Briefly describe the essence of the company's proposal. It is important for users to know what the company is selling.
- Include some contact information in the description as well as the URL of the site. Provide the links to other accounts in Social Networks.
- Pay attention to privacy settings. The company's photos and posts should be available to all users. (Yakimenko 2017, p. 18.)

After finishing the previous steps, it comes to the creation of visual content and gaining some followers. The author provides more information about content creation later below because such a key issue deserves a full chapter. Also gaining followers is much more important than it seems to be because social media accounts with at least an average amount of followers seem to be more reliable. Actually, there are only two methods of attracting subscribers to the account, which can be divided into artificial and natural. (Kerpen 2011.)

Artificial attraction of subscribers. This category both includes quite an effective method of paid placement of posts in popular accounts and meaningless cheating of subscribers and likes. Actually, this way can be considered as a tru-

ly controversial one because, in other words, it is simply the purchase of subscribers. These accounts are not active ones; they were either initially registered for advertising purposes, or bought out or stolen from their owners. At first glance they may seem to be quite natural; however, they are considered to be useless in terms of coverage shown by the statistics. This method could only be chosen to promote a "zero" account (a totally new and empty one) and to create there a visibility of activity because a person is more likely to subscribe to the account if he sees that someone has already followed it.

Paid promotions in the accounts with a big audience are another way to get a certain amount of subscribers in quite a short period of time. At the beginning a list of thematic accounts has to be made (could be found by hashtags or in the list of popular ones) and then contacted. If an agreement has been reached, then a post about the account will be made on the certain conditions set by the blogger or owner of the public page. This method will also bring a sufficient number of subscribers in a short time. One of the advantages of such promotions is the fact that these subscribers, unlike the bought ones will be real and active. However, to get enough followers using such a way will cost quite a large amount of money. (Yakimenko 2017, pp. 18-19).

Natural ways of promotion. If the previous methods involved the fact that they usually need to be paid for, the situation here is reversed: success depends on the SMM manager's skills and requires a certain amount of labor. The first option is to gain new subscribers by the use of popular hashtags. This way of promotion suits better for business accounts, not the personal ones. It is considered to be convenient and easy for a brand to add a hashtag from the list of popular ones when placing any content in accordance with the chosen strategy. Then potential customers will accidentally stumble upon the publication of a coffee house if they enter a keyword in the search. These can significantly increase the coverage of the publication, bring new likes and subscribers. However, too common hashtags such as #happy, #love or #girl cannot give the expected result because it is impossible to find the target audience when such a tag is used by every third user around the world. The second method is focused on the company's own subscriptions and likes. If the accounts do not have enough followers, the SMM manager has to go to the accounts of the potential

subscribers, like their photos and follow their accounts. Even if it might seem to be too difficult, it works more than efficiently because the personalization of advertising is an excellent technique. At least the user will go and check your account, because it is always interesting to see who started following you. If your content interests them, they may follow this profile back or at least learn about the existence of the cafe. One more natural way of gaining subscribers is by the means of competitions, discounts and bonuses, the benefits of which are described in chapter 3.7. (Yakimenko 2017, p. 19.)

Mass liking is an other way to find target audience. It involves special services and programs that automatically like and subscribe people's accounts specified by certain criteria. In order to make this method work it is necessary to act on the subscribers of competitors pages and accounts with similar content. Also, it is important to put the program on a break in order not to be blocked. Most popular mass liking programs are:

- *Instagress* (cheap one, English language)
- *Tooligram* (easy in use)
- *GoooLiike* (more expensive, with less functions available) (Lysenko 2016).

3.1.3 Case Examples

Due to the fact that all the selected coffee shops have an active presence in social networks and pleasant looking accounts the author presents only some of the successful pages as an example of each of the three main platforms. (Figures 6, 7 and 8).

The pages are completely filled, profile photos and nicknames correspond to the coffee houses, contact information is available, and there is a possibility both to write a private message or email and to call.

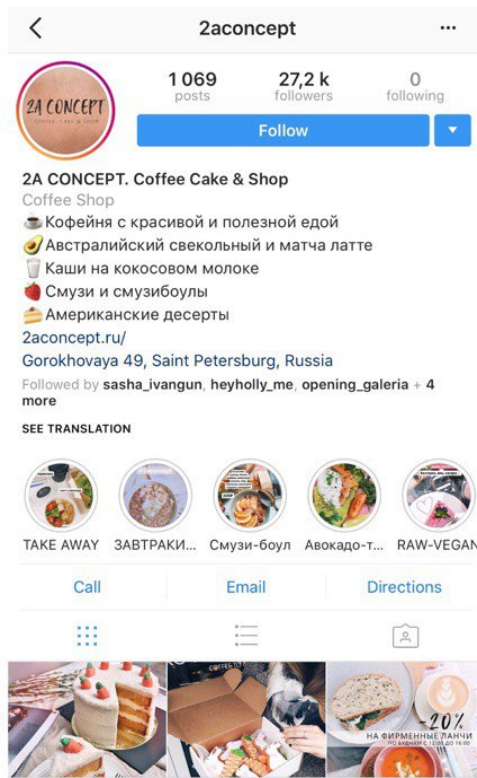


Figure 6. Example of Instagram account (Instagram @2aconcept 2018)

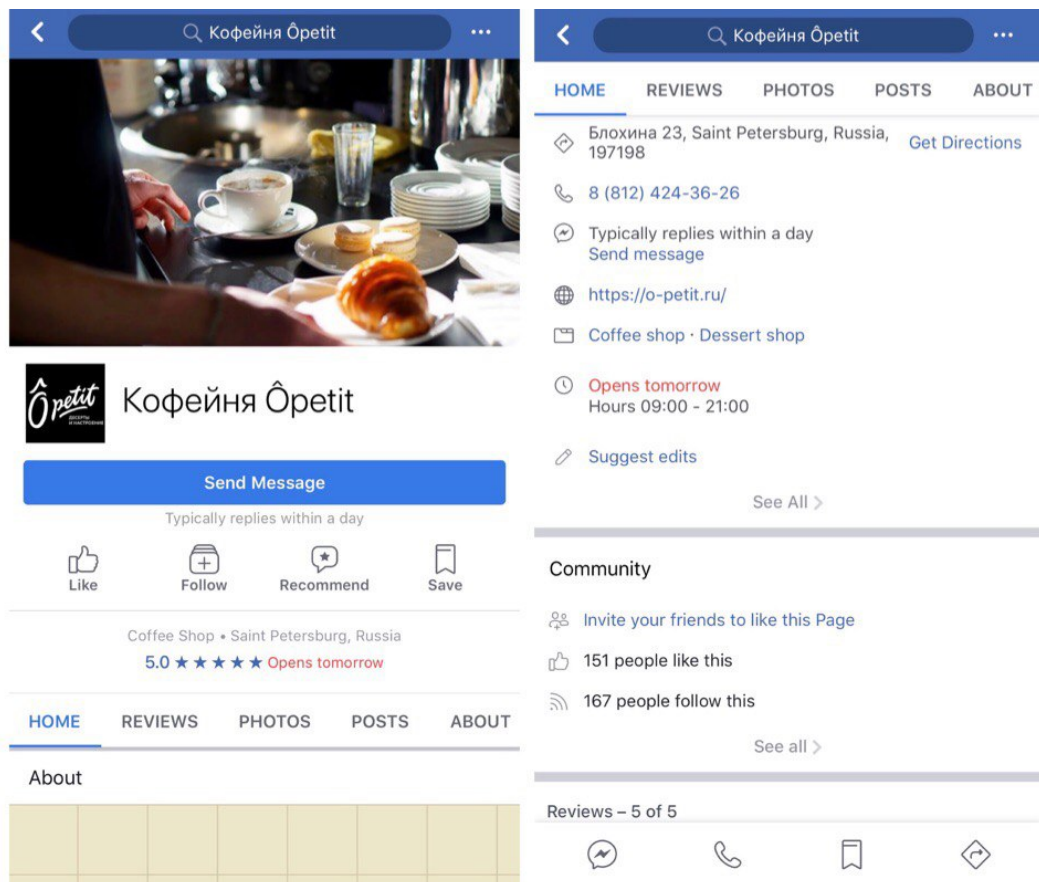


Figure 7. Example of Facebook account (Facebook Opetit 2018)

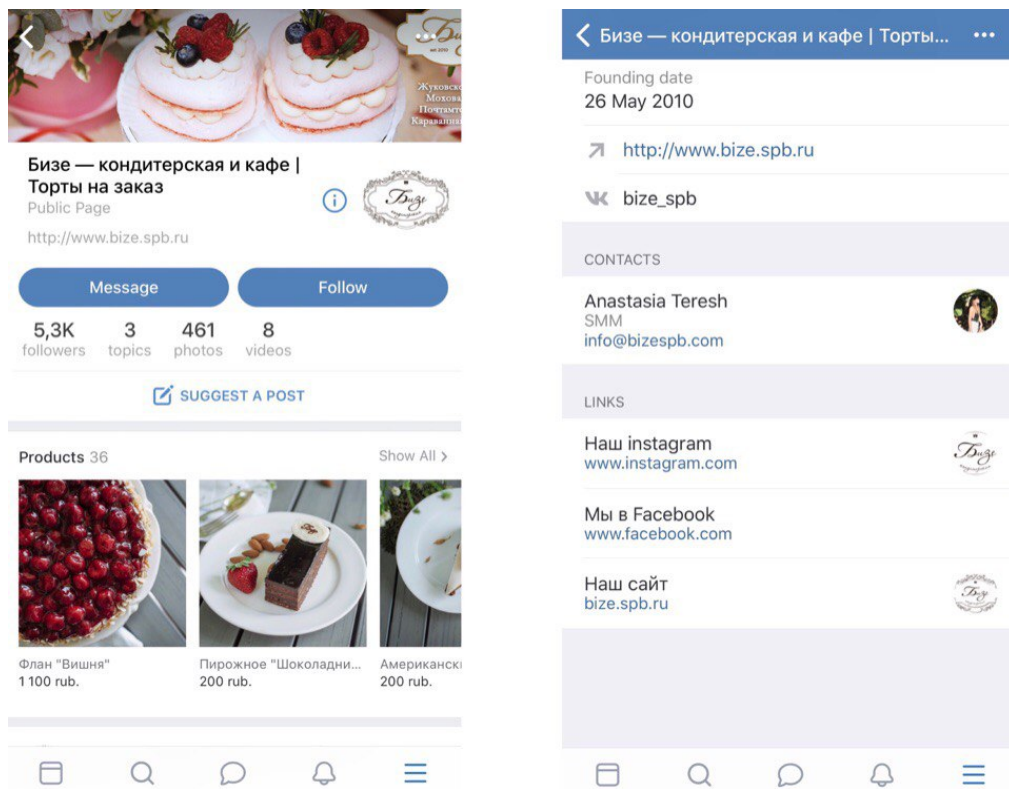


Figure 8. Example of VKontakte account (VKontakte Bize 2018)

3.1.4 Key points

- At the beginning SMM manage has to create the accounts in three main social networks: Instagram, VK and Facebook.
- Then optimize these accounts with a logo and use the café's name as a nickname.
- Complete the profiles with contact information and link with each other.
- Remember that a person is more likely to subscribe to the account if he sees that someone has already followed it.
- Use both artificial and natural ways of gaining subscribers.

3.2 Social Media Manager

3.2.1 Interview results

According to the interview results almost every café has a Social Media Manager in their staff (6 out of 7). Only one representative answered that they have only one marketing manager who performs SMM tasks in addition to the principal job. It seems to be clear that nowadays it is impossible for a brand to have

an active presence in Social Networks without a qualified worker. The author decided to define the job requirements for this position as well as the main tasks.

3.2.2 Description

Basically, Social Media Manager is a person whose duties are to attract additional traffic to the website, as well as new customers to the stores, to win customer loyalty, to increase brand and company awareness. This employee is called Social Media Specialist or Social Media Manager in the company. This job also includes improving the company's image in the eyes of consumers. Providing support to the customers as well as answering their questions together with some other similar actions which could be called customer experience are other important daily task of Social Media Manager. Most importantly, SMM specialist can and should sell products via the Internet. Sales are basically the main and the final goal of every single type of marketing and promotion. (Lysenko 2016.)

When beginning the work in the aforementioned position, the perfect candidate should be able to determine:

- the tone of communication
- the target audience (its portrait, circle of interests, model of behavior, opinion leaders, for example)
- the competitors (carrying out the representation of the brand in the social networks)
- how to choose suitable channels of communication (select the platforms in which it is more profitable to act)
- the concept, plan and mechanics of promotion (in other words, to determine the direction of future work)
- the process of account creation (Kruse 2016).

3.2.3 Case examples

Concerning the discussion about SMM specialist there are no case examples from the interviewed cafes. That is why in this chapter the author decided to

create a template for a Brief document based the detailed study of brand management in social networks, which was described in the theory part. The creation of the Brief is considered to be one of the Social Media Manager's tasks. Thus, in this study, the author acted in this role. The Brief document is attached as Appendix 2.

3.2.4 Key points

- SMM manager is an essential team member.
- The work of the SMM specialist includes not only the need to write, but also to analyze, to do the simplest design, to be a sensitive psychologist in communicating with the audience and clients, to follow very rapidly changing trends, to feel the needs of different target audiences, to be a master of advertising and to have a visual taste.
- The beginning of the maintenance of accounts has to be preceded by a of preparatory work, concept development and analysis.

3.3 Content plan

3.3.1 Interview results

When running a business account, certain topics have to be chosen and a post on each topic once a week, for example has to be made. This kind of a timetable is known as Content Plan. Almost all the café representatives (6 out of 7), except the one who told that they do not have a position of Social Media Manager in their staff, provided the information that they use a content plan and truly believe that it is an essential part of their marketing strategy. The one who told that they do not use this way of planning also added that they do understand how it would have made their life easier if they did so. Based on the responses mentioned above, the author made the conclusion that the content plan obviously is an important part of digital promotion. It is done not only for the customers, but also for the convenience of the manager. That is why the author collected the most popular topics which are suitable for most businesses, the topics are presented below.

3.3.2 Description

This chapter is based on the lecture material provided by Evgenia Menesheva the founder of Social Media Marketing Agency EDA in Saint Petersburg, in August 2016. The author analysed information received on the lecture and created her own suggestion for a content plan.

Basic information about the company. In this section, both historical facts about the company and new developments could be mentioned. Also, past events and the opinions of celebrities (bloggers) about the product or service can be included.

Interesting facts about products or services. For example, some facts that positively affect human health, its development and improvement. Information about secret ingredients, or techniques of providing the service could also be interesting for subscribers.

Humorous posts on the topic. If the post is funny, enough followers will share the pictures and videos with their friends. Thus, advertising will act like a snowball and the amount of followers will increase.

Customer Reviews. The most interesting reviews could be useful if customers will see the benefit for themselves in other people's stories. The customers may be asked to leave feedback and publishing that on your page, which makes them pleased and brings more trust for the company.

Answers frequently asked questions. This column should never be forgotten, since it allows the company to communicate with users, albeit in the form of a "question-answer". Some customers are afraid to ask for any information, or clarify some question. This section will provide customers with the most frequently requested information, freeing SMM manager from giving answers to the same questions again and again. Read the comments and communicate with the customers.

Tips and tricks. Placing interesting tips, life hacks and recommendations for everyday situations makes subscribers come back again and again for a new portion of interesting ideas.

3.3.3 Case examples

An example of the content plan is presented in Figure 9 and sample publication plan in Figure 10, extending over a week suitable for any coffee house in Saint Petersburg. Three main social networks are presented. Blank templates can be found in Appendix 3 for future use.

Content plan		
	Rubrics	Periodicity
VKontakte, Facebook	We are waiting for you .. (a heading for the menu and the team.) Begins with "we are waiting for you" and then goes either a desert or coffee from the range, for example: We have a strawberry cheesecake and latte waiting for you, food photo + description. Our chef Artem is waiting for you, photo Artem + interesting information about him)	3-4 post per week
	Our guests / Your photos (the "most delicious" photo on the hashtag is selected and a free coffee is given weekly)	1 post per week
	Question-answer (interactive, polls, the opportunity to ask any question and immediately get an answer to it in the comments)	2-3 posts per week
	Our recommendations (playlists, advice on how to get to the weekend, movies, quotes, books)	1-2 posts per week
	Recipes in 5 minutes (simple recipes that can be made at home at any time)	2-3 posts per week
Instagram	1 publication per day. Focus on the visual component of each of the headings (very beautiful, very high quality and very inspiring photos). + interactive	

Figure 9. Content plan example

Sample publication plan (week)								
		Пн	Вт	Ср	Чт	Пт	Сб	Вск
ВКонтакте, Facebook	10:00 - 12:00	Our recommendations (a selection of positive music for the beginning of the week)		Our guests (the prize for the most delicious photo of last week)			Recipes in 5 minutes (granola with nuts)	
	18:00 - 21:00		We are waiting for you .. (acquaintance with barist Viktor)		Poll (battle of the week Americano VS Capuchino)		Our recommendations (5 ideas what to do on Sunday evening)	We are waiting for you .. (acquaintance with banana, nutella and peanut butter pancakes)
Instagram	Focus on the visual component of each of the headings (very beautiful, very high quality and very inspiring photos). + interactive							

Figure 10. Sample publication plan

3.3.4 Key Points

- Content plan simplifies the work of the SMM specialist and is mandatory to use.
- Content plan is needed to understand and remember what and how often SMM manager have to post.
- In order to make it, SMM manger have to divide the content by rubrics and distribute the rubrics by days of the week approximately uniformly.
- SMM manager should not only have rubrics about your institution but also any recommendations about common interests such as films and music. This information will make business account useful to subscribers.

3.4 Visual content

3.4.1 Interview results

The results from the interviews showed that all three types of content viral, involving and selling are popular and it is impossible to do without one of them. The percentages that were mentioned in the theory part were also confirmed. The most popular and effective type of content is the viral one, which should occupy 50% of all the content. Six cafes out of seven mentioned it as the most workable one. Two interviewees also mentioned involving content, whereas only one representative said that the most workable content they have is the sell-

ing one. From this, the author can conclude that a beautiful and holistic picture of a company's account attracts customers and improves KPI's. Therefore, a very important point in creating content is its visual aspect.

3.4.2 Description

In addition to the characteristics of Social Media Manager mentioned in the previous chapter, one more important element is the innate sense of style because the basis of content marketing, as well as the whole SMM, is the creation of pleasant looking, both direct and indirect advertisements in the Internet. That is why it is believed that a professional SMM specialist needs to unite in himself several different jobs and that of a graphic designer as well. Even if the company's marketing manager does not have the skills of using a specialized program (Adobe Illustrator, for example), sometimes it is enough to use photo editing apps on the smartphone. When both the style and colors for the account are chosen, the way of how to edit photos and which programs and apps to use should be found.

The first application, which can be considered as one of the most popular ones and used today, is a **VSCO** app available both on IOS and Android devices. The great amount of filters definitely deserves attention and commonly used in order to increase the saturation of colors and to apply different effects on a photo. If the photo of nature is taken, it is better to work with filters A, C or E, whereas if an urban landscape and the architecture of a city are photographed, it is better to apply filters Q or S. At the same time, it is recommended not to apply all the effects at 100% intensity. The tone can be muted by about 70% and the contrast of the photo is only slightly increased.

The second app which has to be on a Social Media Manager's desktop is **Snapseed**. It is used for more detailed editing of pictures, for example in order to emphasize a single color or to retouch a small detail. This is especially needed while running a business account aiming at an increased attention to the main object.

When there are persons in the photos published, **FaceTune** app should be used. It allows to correct defects in the face, for example dark circles under the

eyes, gray hair or yellowish skin color. Also there is a possibility to blur the background and focus on the person or some detail.

The next app, **Afterlight**, is not a free editor, but an interesting one with up-to-date options made in good quality and it is easy in use. In addition to filters, it can age photos, add dust, scratches and glare. The popular polaroid-style photos can be made there. (Yakimenko 2017, pp. 22-23.)

Of course, it is not enough to have good photos of the products in order to sell them via Social Media Platforms. Selling content has already become the definition of a good looking page with promotional photos and information which allow the business to increase their profit while making marketing in the Internet. If the company wants to sell through Social Media Platforms, this kind of promotional content should be located in the accounts - photos of goods with descriptions of characteristics, advantages, cost and other commercial attributes. The visual side is incredibly important, and it is important to remember that photos on a white background, which look great on the website, are usually not suitable for Instagram or Facebook. The Social Media profile has to be conceptual, bright, interesting and with beautiful pictures on which the goods appear in the most favorable light. The selling content should not be abused and from time to time it needs to be diluted with something interesting, funny or useful. (Sahauva 2016.)

The creation of an interesting content includes showing of the other side of the brand. Putting into operation the equipment, opening a new office, a weekly meetings and other similar events should not remain only within the company. Though customers want to know that they communicate with real people, and not with the faceless company it is important to publish photos of employees at the workplace as well as to demonstrate the capabilities of the promoted product. (Yakimenko 2017.)

3.4.3 Case examples

Figure 11 demonstrates a screen shot of a harmonious Instagram profile created in a single style. Babe's Bakery can be considered as an example of excellent creation of visual content.

To make the company's account look as attractive as in the example above, it is needed to combine the photos with each other and make similar editing. It is seen that this account mostly consists of light photos. The tiles on the wall and the marble surface in this coffee house are used as repetitive details.

When visiting Babe's Bakery the author took the displayed in a Figure 12 and edited it in such a way that it could become a part of the image picture and be harmoniously combined with the other photos. In the primary photo, a quite a warm light can be noticed which would not suit this account.

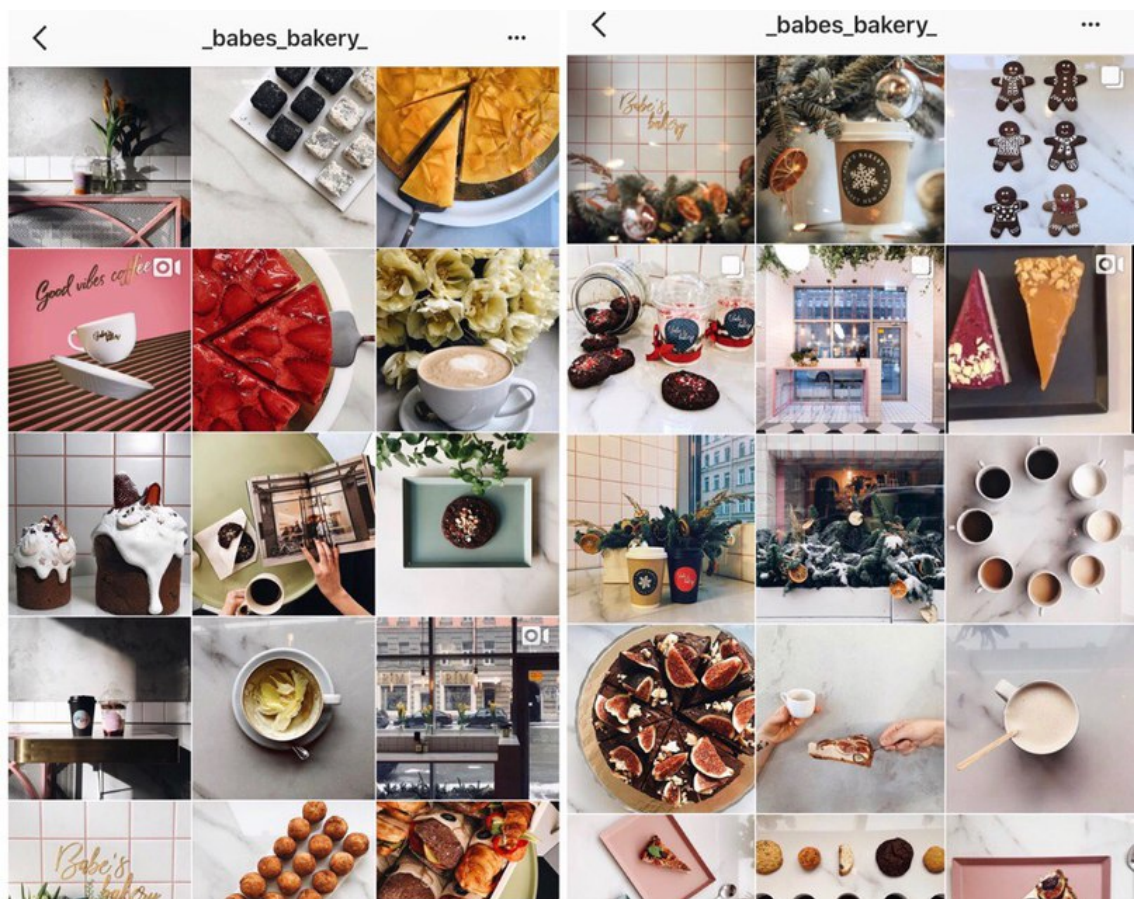


Figure 11. Instagram visual content (Instagram @babes_bakery_ 2018).



Figure 12. Edited photo

Using the Snapseed application mentioned above, the author highlighted the color to make it as white as it was possible. If there was no example of the existing account of the coffee house, the original photo could be edited in a completely different way and would represent the café in a completely different way. That is why before starting to maintain accounts and creating visual content Social Media Manager needs to develop a strategy and understand what kind of editing suits their bakery in order to present it from the most beneficial side.

3.4.4 Key points

- The correlation between the type of the content has to look like this: 50% viral, 30% selling, 20% involving.
- A good publication has a quality image of 1000 by 700 pixels with a short strong title and text, adapted for social networks.
- In order to make quality visual content, all the photos should be edited according to the style chosen in advance.
- UNUM is a handy planning application which allows to evaluate what the photos will look like in the account once published.

3.5 Collaboration with bloggers

3.5.1 Interview results

According to the research results, more than a half (4 out of 7) of the coffee houses mentioned about the positive experience they had of collaborating with bloggers. The one interviewee mentioned this point in the question about the future plans. The two remaining did not have such an experience. Therefore, the author considers to highlight social influence marketing as an important part of marketing strategy for the promotion of a coffee house in Saint Petersburg.

3.5.2 Description

First of all, it is necessary like to determine the difference between a blogger and an opinion leader. Blogger can be defined as a person who regularly fill his/her social media network profile with the information/photos/articles and has an involvement from readers/followers. In most cases, blogger is gaining its audience because of the published material. An opinion leader, is a public figure who also publishes some information in a personal account and has an involvement from readers or followers as well. The main difference is the fact that an opinion leader is engaging the audience because of his/her popularity and merits in no way connected with the Internet. The readers are interested in the personality and real life.

Social Influence marketing is the third way (after the artificial and natural ones discussed before) of attracting both followers and potential customers to companies' accounts by cooperation with bloggers or opinion leaders. The main point that has to be managed correctly is the choice of the particular blogger who will promote the product. It is important to remember that her/his followers have to be the target audience of the product or potential customers. When such a person or persons is found their followers' coverage and involvement have to be analyzed. Depending on these details, the charge of collaboration will be discussed. For example, a blogger with medium-sized audience (approximately 10k-30k followers) usually can agree to make a promotional post on barter conditions. It means that the company provides their product or service to the blogger free of charge and in return the blogger has to make a post about

their experience with this company. However, if the blogger's audience is higher than average (over 100k, for example), they would request not only the product free of charge but also some money for the promotion on their page. Popular bloggers nowadays have a strong army of fans who listen to all their advice. That is why "hidden" promotions in such accounts with "honest" recommendations from the opinion leader could bring more profit to the company than the promotion in a thematic group. (Yakimenko 2017, pp. 20-21.)

There are several services designed to make the process of finding a suitable blogger faster and easier. They are:

- LiveDune.ru (very simple blogger search)
- LabelUp.ru (no communication, payment is fixed)
- AllSocial.ru (search by community).

(Andreyanova 2016.)

3.5.3 Case examples

The author chose two different examples of working with bloggers from the cafes where the interviews were conducted. Figure 13 demonstrates an option with paid promotion in a profile with an audience of a size above the average. By composition of the photo and the presence of a package with a brand inscription, it is clear that the package is intended to be there. A blogger with such an audience would not put such a demonstratively advertising photo for a free croissant. Obviously this post costs Bushe Bakery some amount of money. In addition, not only the package with the label is located in the photo, but also a "mark" of the coffee shop with a direct link to the cafe's Instagram profile, which allows potential customers to visit it immediately and subscribe.

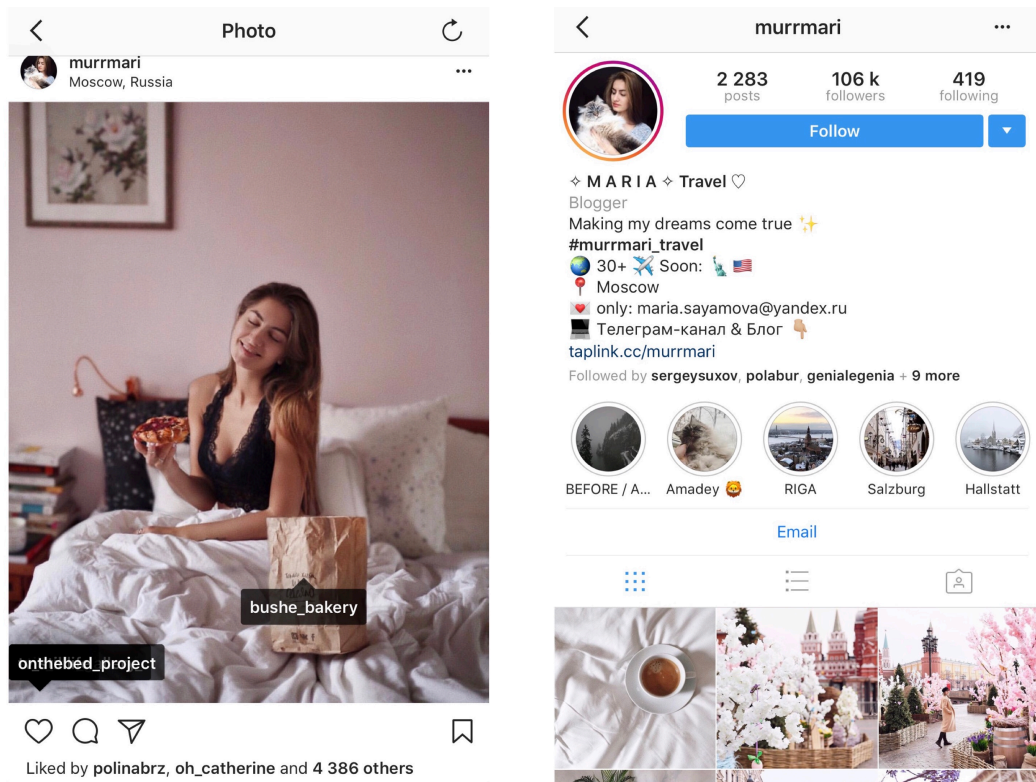


Figure 13. Collaboration with a blogger, example 1 (Instagram @murrmari 2018)

The second collage in Figure 14 shows an example of a barter collaboration. A blogger with an average audience was given a deposit of 1000 rubles and had to make a promotional post in exchange. The condition was this: the girl had to visit this cafe, take a meal with a bill of 1000 rubles and take a pleasant looking photo for her blog. After this visit her duty was to publish this photo in Instagram and tell in the comments about her positive experience of visiting Latteria Cafe. As in the first example in this photo there is also a “mark” of the institution for a quick transition. Besides this, there is a mention in the comments: name of the café with the @ sign in front. This enables the name of the coffee house to become a hyperlink for the transition.

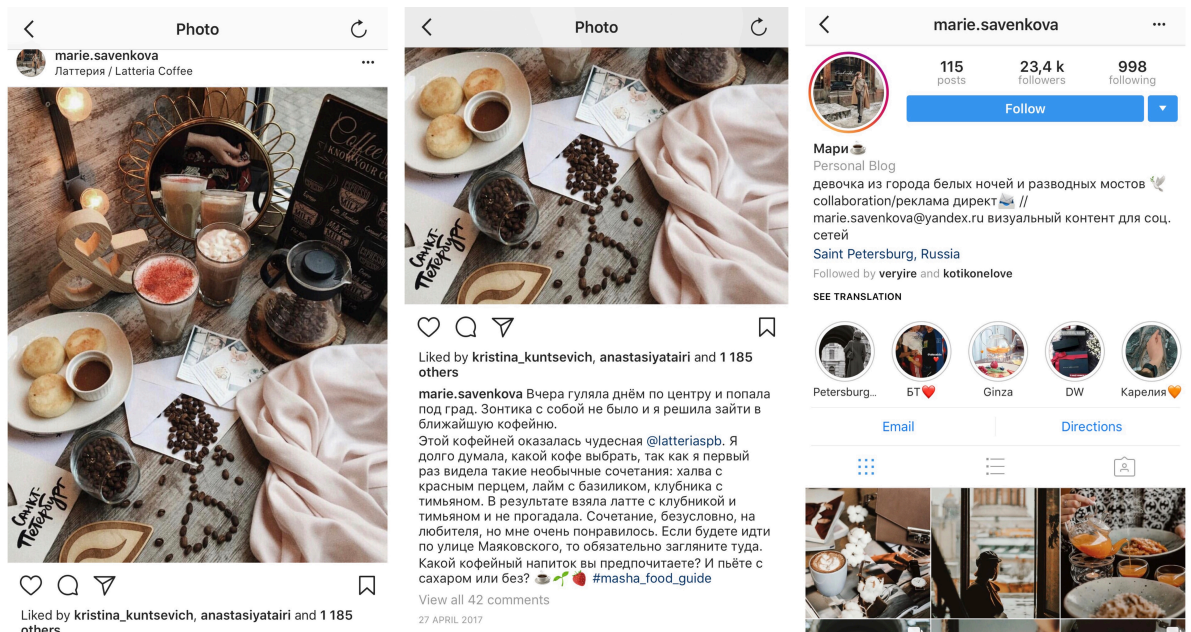


Figure 14. Collaboration with a blogger, example 2 (Instagram @marie.savenkova 2018)

3.5.4 Key Points

- It is needed to pay increased attention while choosing the blogger. Yours target audiences have to match each other. In this case, the influx of subscribers will be higher and the company's name will be spread around.
- Barter cooperation is much more popular and effective than paid one in the case of small coffee houses. It is better to make several barter collaborations rather than one paid one where the target audience may be unsuitable.
- It is important to ask the blogger to provide statistics on his profile in order not to get caught by an account with a fake audience.
- It is important to remember that all the details about the number of posts, terms of publication and other factors should be discussed in advance. Results partly depend on the choice of the time of day when the blogger will post information about the cafe.
- As an obligatory condition it is necessary to ask the blogger to mark the account of your café as a link on the photo and with the sign @ in the comment.

3.6 Feedback analysis and customer service

3.6.1 Interview results

All the representatives of the cafes claimed that they try to answer the questions of their customers received in the Social Networks as soon as possible. This time varies from an instant response up to two hours. Also, only one representative added that some questions take up to about two days to answer if the case is not just a simple question, but a matter of proposing any cooperation.

All the representatives admitted that feedback from customers is very important for them in order to grow and develop their business and each of them analyzes it somehow. Some of them create a monthly reporting table, others discuss the received feedback in weekly meetings, whereas others constantly compare these indicators with those that they have archived earlier. Regarding the second question concerning some analytics (the issue of how they track whether the SMM strategy is working) the opinions divided. Two interviewees answered that their Social Media Manager uses in-app Instagram statistics, whereas another one told about the automatic analytics in Ampliflr application. Others said that they do not track the data in any way explaining that their SMM strategy is not aimed at attracting new customers and increasing sales, but at maintaining the company's image.

The author was not satisfied with receiving such answers. It is necessary to approach the analysis of the information received from buyers on the Internet more carefully because feedback is the strongest side of Social Networks and it is necessary to track both positive and negative reviews. Take into account the responses on Trip Advisor, direct messages and comments. For additional information, polls and surveys have to be conducted on the page.

3.6.2 Description

Feedback can be described as the customers' reaction to what the company is doing. Feedback received from social networks is direct when a person writes a comment whether or not he liked a coffee, or was satisfied with the level of service. Feedback can also be indirect and has to be analyzed in details. It demonstrates customers' digital attitude towards the café, which is measured

and evaluated in likes, comments and other involvement in the life of the bakery's profile. In order to analyze this kind of feedback it is important to know several concepts.

Coverage is the number of people who see the content, no matter how many subscribers the company have. It is important to calculate the coverage for each post, having combined all the covers of all posts and dividing the result by the number of posts. Coverage of each post / number of the followers = % of the followers who saw the content. (Rudchik 2016.)

Total involvement is the sum of clicks, nicknames, likes and comments - all actions that a user can perform with content. The need of all this information is to understand the effectiveness of the content. Involvement is the foundation of any success in social media. Good involvement equals good spread. (Rudchik 2016.)

There are several applications which help to analyze feedback in a proper way. They are:

- Statigr.am. This application will tell Social Media Manager about which of the photos are the most popular, what is the average number of likes and comments the photos get and more.
- JagaJam allows in-depth analysis of communities in the social networks VKontakte, Odnoklassniki, Facebook, Twitter and Instagram. The objects of analysis include the audience, its activity and involvement and published content.
- Business profile statistics in Instagram allows to monitor the effectiveness of promotion of publications in the Instagram account, as well as receive data on the composition of the audience that follows the company in application. In order to configure such statistics there must be an account on Facebook.
- Yandex.Blogs (blogs.yandex.ru) is used to track the mentions of the brand. To do this, simply enter the domain name of the site or company name in the string.

3.6.3 Case examples

Figure 15 presents the good customer service of both 2A concept and Mad Espresso Team. It can be seen that the Social Media Manager responds to all the comments, even to those in which there is no question.

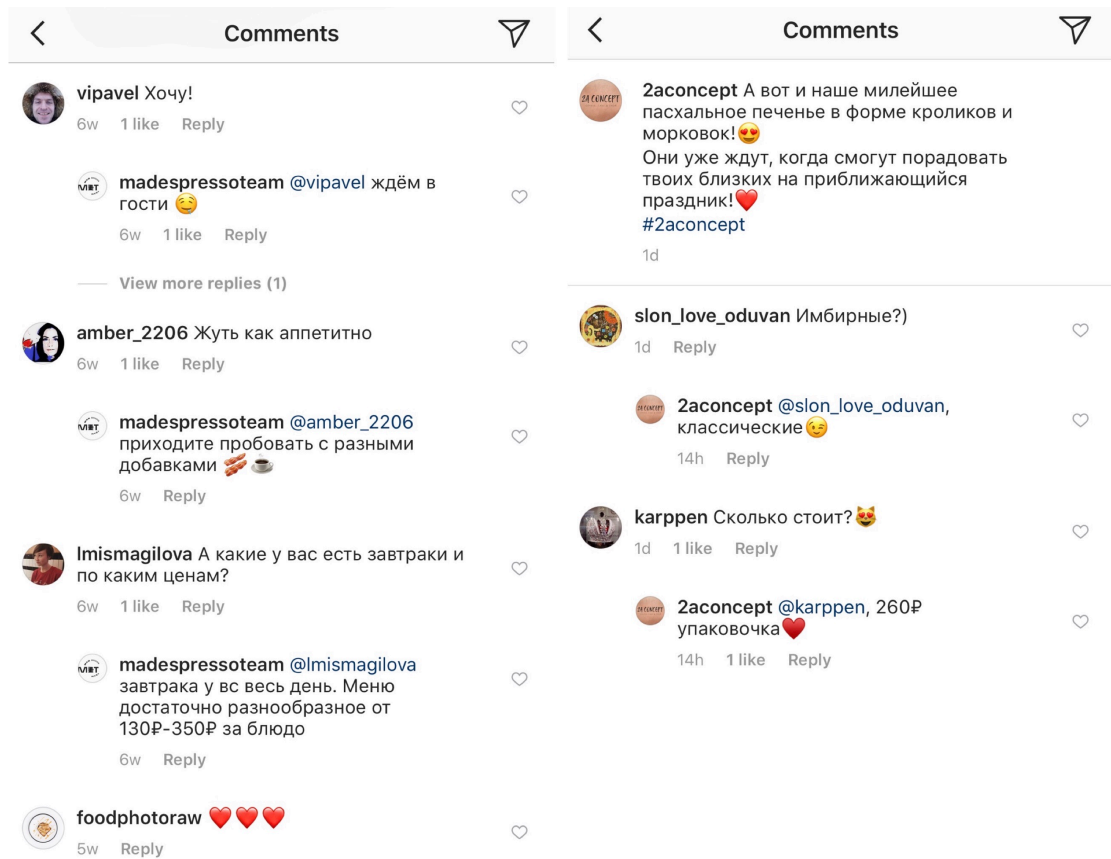


Figure 15. Example of customer service (Instagram @madespressoteam 2018, Instagram @2aconcept 2018)

3.6.4 Key Points

- Feedback is the strongest side of social networks.
- Both positive and negative reviews have to be analyzed.
- Special programs and applications can make the analysis of feedback much easier.
- Good involvement equals good spread.

3.7 Loyalty programs and competitions

3.7.1 Interview results

Every coffee house (7 out of 7) provided the information that at least once they have held a competition between subscribers in their account. Therefore, this tool can be considered as an effective one. To the question about any special offers or discounts for the subscribers, only one coffee shop gave a positive response. Sometimes they publish a dish of the day in their Instagram, on which there will be a discount on that day.

3.7.2 Description

Competitions, discounts and bonuses are pleasant "buns", which are still good means of involving, at least because everyone likes to receive gifts with discounts, bonuses for subscribers and "repost" contests with free prizes, here the imagination field for the Social Media Manager is not limited. As for the methods of holding such SMM contests, at the moment there are usually two main ones:

The first method is using one hashtag, chosen by Social Media Manger. The main condition of such a contest is to publish a photo specified by the rules, in the user's personal account with the insertion of a certain hashtag. It is great if it contains the brand name. Also, one of the obligatory conditions for participation may be a subscription to promotional account. But in such competitions a strong motivation is required (a very good prize, a bonus) and a simple task. (Yakimenko 2017, p. 20.)

The second contest option is using the app for reposting the photo. Such contests usually announce "make a repost of this record and get a ... (good or service)". Actually, this phrase describes the whole point. This way the company can get a great coverage and there can be more subscribers than in the previous case because of the ease of the condition. A negative factor of such a contest is that a big part of gained followers can unsubscribe after the winner is announced. In order to reduce this amount of people, the page should contain very useful information and quality content, when subscribers will stay on the page and after the contest. (Yakimenko 2017, p. 20.)

3.7.3 Case examples

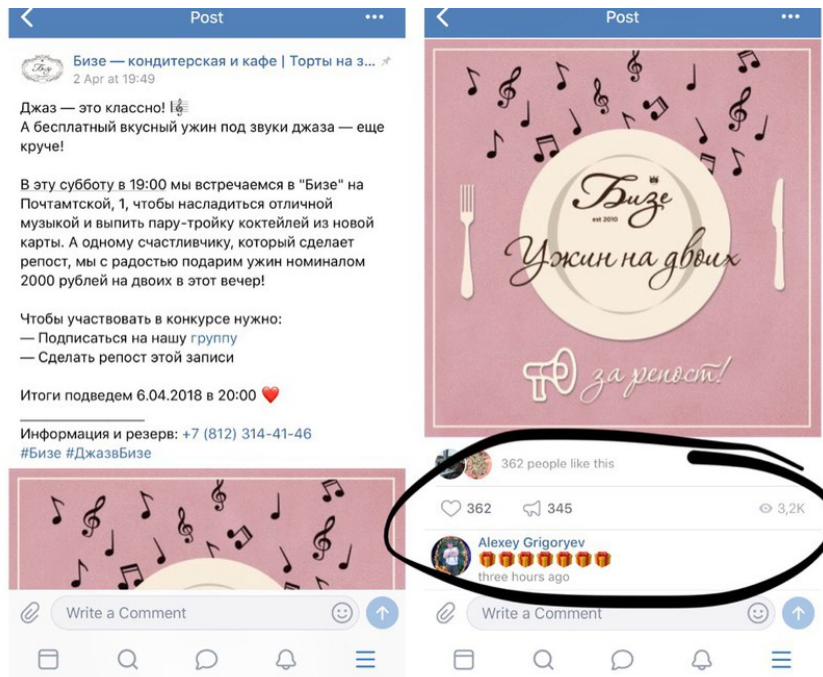


Figure 16. Promotional contest, example 1 (VKontakte Bize 2018)

Figure 16 presents a chain competition in VK. The translation of the text is:

“Jazz - is cool! 🎵

A free delicious dinner with the sounds of jazz is even cooler!

This Saturday at 19:00 we meet at the "Bize" on Pochtamtskaya Street, 1 to enjoy excellent music and drink a couple of cocktails from the new card.

And one lucky person who will make a repost, we will gladly present a dinner with a nominal value of 2000 rubles for two in this evening!

To participate in the contest, you need:

- Subscribe to our group
- Make a repost of this record

The results will be summed up on 6.04.2018 at 20:00 ❤️

Information and reserve: +7 (812) 314-41-46

#Bize #Jazzbize”

The terms of participation are considered to be simple as they only require to follow the group and to repost a record. This competition is created in order to gain new subscribers to the group and spread the information about the bakery among the VKontakte pages. It is seen that there are more than 350 participants. Obviously, part of them are an active audience of the group that have al-

ready become excited and another part are new subscribers and potential customers.

The second example presents a contest in the Instagram with the use of a hashtag. Figure 17 illustrates a coffee shop's post as well as the terms of participation. This competition is considered to be more creative because in order to take part in it the followers had to take a photo of a croissant with the Saint Petersburg in the background and put a hashtag #Croissants in the city. Also a mandatory condition was to be subscribed to the account of the coffee house.

Figure 18 demonstrates some of the participants' results. It is seen that there are only 33 posts with the aforementioned hashtag, which is not a good participation rate.

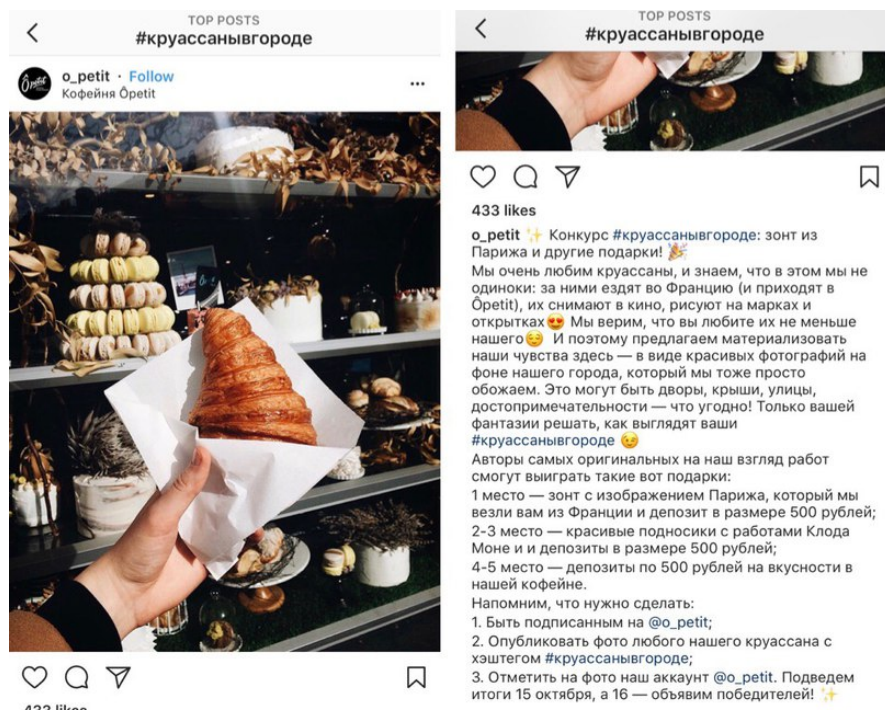


Figure 17. Promotional contest, example 2 (Instagram @o_petit 2018)

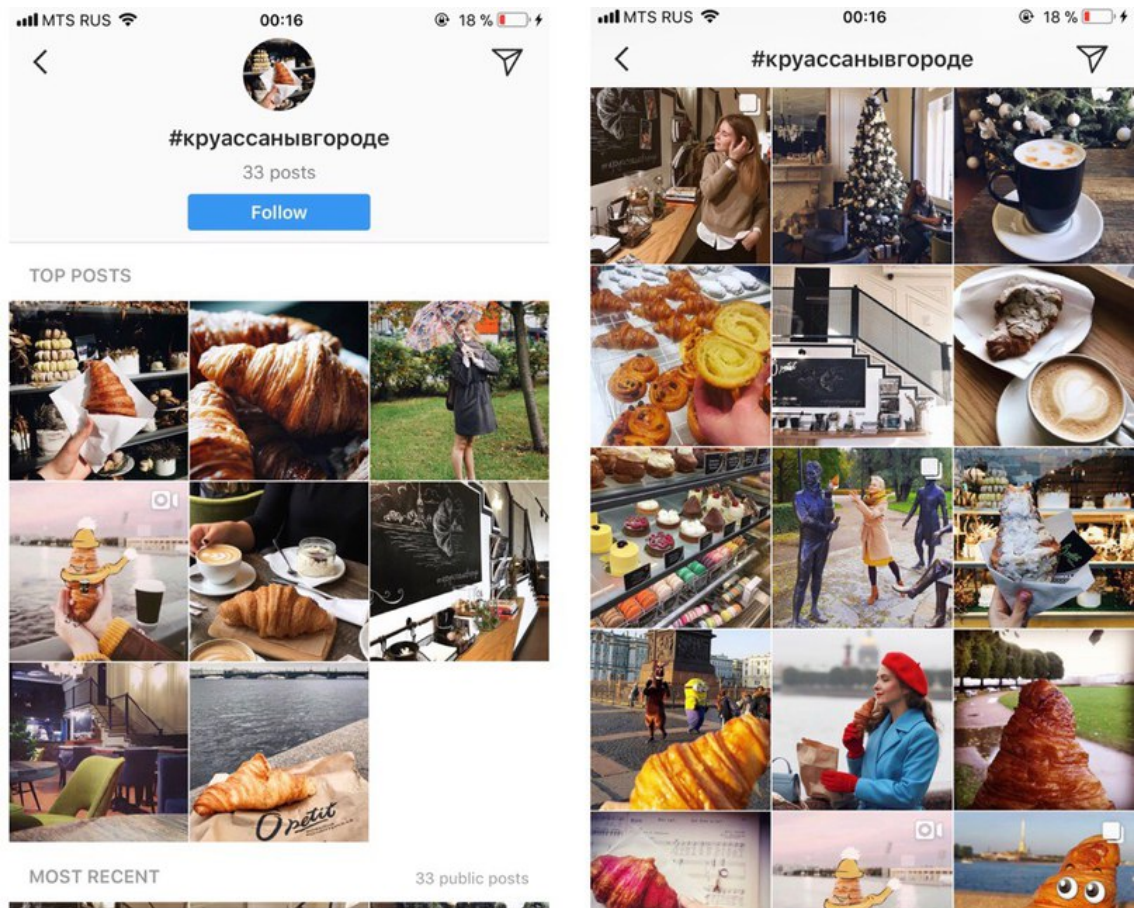


Figure 18. Promotional contest, example 3 (Instagram #круассанывгороде 2018)

3.7.4 Key points

- Contests in social networks are an excellent tool in order to spread the information about the company and attract new followers.
- Nowadays only a worthwhile prize will force the customers to do any complicated actions.
- It is necessary to remember that a large percentage of competitors unsubscribe after the results are announced.

3.8 Targeting advertisement

3.8.1 Interview results

Only 3 cafes out of 7 use such a way of promotion as targeting ads. The other cafes do not use paid modes of promotion, except for the collaborations with bloggers at all. For the author it seems that the reason for this is this is the fact

that the cafes are quite small sized companies which like that advantage of Social Media Marketing with relatively low cost. Nevertheless, ad targeting is considered to be one of the main SMM tools which definitely have to be examined.

3.8.2 Description

This chapter is based on the lecture material provided by Anna Kostina, Ad Targeting Manager in EDA agency in Saint Petersburg. The author has analyzed all the received information and summed it up below.

The main task in setting up targeting ad is to determine the target audience. In order to find out what the brand's target audience is, the SMM specialist needs:

- to study the existing audience and select segments
- to study the audience of the competitors and select segments
- to use the imagination and create several different preliminary portraits of the target audience.
- to define sex, average age, place of living, sphere of activity or professional niche, hobbies or fields of interest
- to draw on the data obtained to create a portrait of the the target audience: what interests him, how he lives, what he experiences and what is valuable for him, for example
- to remember that when creating a portrait of the target audience not to orient on yourself

There are two ways of setting targeting advertisement. The first one is “Pay per click”. The advantages of such a method:

- simple and clear
- no need to monitor the PC
- possible to predict the budget in advance.

The disadvantages include the:

- high cost per one click.

This method of pay per click is used in situations to address:

- for large audiences
- when it is important to save time
- when there is no confidence in selected audience.

The second option, which is called “Pay for impression”, will suit the company only if they are completely sure about their target audience. The advantages of such a method are that:

- it is possible to get cheap clicks
- the desired audience can be reached quickly.

Disadvantages are as follows:

- it is easy to merge a budget
- it requires attention, and tracking of each ad
- it is impossible to forecast the budget.

This method of pay per impression is used in situations when the:

- company needs to quickly cover the selected audience
- company is confident in target audience selected.

3.8.3 Case examples

Targeting advertisement in Instagram is presented in Figure 19. This example illustrates an effective teaser which contains a:

- bright, eye-catching image
- call to action
- shows the benefits
- address and contact information.

The translation of the text block is: Try Japanese latte matcha at the coffee house @2aconcept by the firm recipe. We created the perfect taste! Goro-hovaya st. 49, 9-22:00

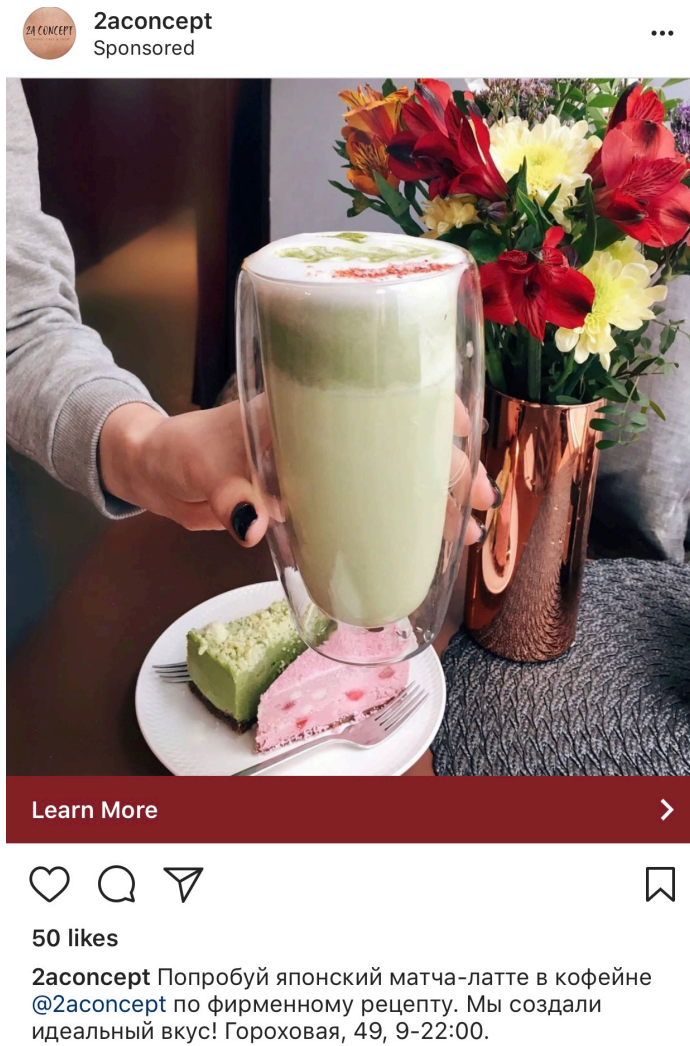


Figure 19. Example of targeting advertisement (Instagram @2aconcept 2018)

3.8.4 Key points

- Drawing the right portrait of the target audience is 80% of success.
- Every product has its own target audience.
- Targeted advertising in all social networks works and is configured according to the same principle. If the manager understands with one network, then with others it will be very simple.
- Targeted advertising is an important tool for SMM promotion.

3.9 Future plans

To the question regarding replacing of the whole marketing sphere with SMM only, the answers of the respondents varied. Some of them told that for their company it would not be enough to use only Internet platforms for promotion.

Yet the others stated that they have gained a sufficient base of customers only by the high presence in Social Media Networks and that they do not plan to use common advertising methods because of the high cost. From this the author can conclude that small restaurant businesses can inform of their presence in the city and attract customers with the help of digital advertisements. Considering the fact how difficult, money-consuming and unpredictable the beginning of the business process is, the work of a competent Social Media Manager could help a lot. If the income in future will allow and there will be a need of an increase in customers, other marketing channels could be regarded as well. However, in the same situation another perspective is to direct both effort and money to the improvement of the SMM strategy. In the aforementioned guidelines the author provided basic information about how to begin a successful presence in social networks. This can be developed in future by methods of adding a custom graphics, creating high quality video content, disabling cross-posting and creating a separate content for each media platform.

4 Conclusion

The goal of this study was to develop SMM guidelines for small companies, specifically bakeries and coffee shops. These guidelines should serve them to help improve their promotion practices and raise their popularity. Using various sources of information and also conducting the interview with professionals who have a positive experience in this field, the author has achieved the goal. With the help of the key concepts, from every chapter managers from any café can develop a social media strategy for their own case. In addition, the guidelines presented in this paper can be used by anyone to set up social networks to start bringing profits. Finally, the author combined all the knowledge gathered during the process and created a Flow Chart, which is attached in Appendix 4. It presents a plan for one month for a coffee house beginning with the registration and moderation in three main social networks, continues with collaborations with bloggers, handling competitions both in Instagram and VK, targeting advertisement and finishing the month with a report of the accomplishment of the Social Media Marketing manager's work. This chart is considered to be the final result of the thesis study.

In order to make the conclusion part as clear as it is possible the author would like to determine the key points of every examined topic once again and bring them all together. Taking into consideration all the research, the strategy proposed by the author includes such recommendations:

- A business should concentrate on promotion through the Instagram platform while using SMM in case of coffee houses in Saint Petersburg. Also, it is important to have active accounts in Facebook and VKontakte.
- A business should combine all the available ways of getting the subscribers' attraction.
- A full-time and qualified Social Media Manager should be hired.
- In order to increase the brand value and awareness enough attention should be paid to the brand management. The starting point is the creation of the document called Brief.
- A content plan has to be created in order to simplify the work of the SMM specialist. It can be done for one week, one month or another selected time period.
- Enough attention has to be paid to the creation of visual content. All the photos in every account have to be edited according to one style.
- All three types of content (viral, selling and involving) have to be presented on the page in a correct correlation.
- Collaboration with bloggers can be considered as one more way of attracting potential customers and subscribers. In the case of small coffee houses in Saint Petersburg, barter collaborations seem to be more effective.
- Both positive and negative feedback have to be analyzed. Special programs and applications could make this process more qualitative.
- Contents have to be held with such conditions: if the prize is worthwhile than the terms of competition can be complicated, however if the prize is quite common then the terms have to be much easier.
- Targeting advertising has to be used in order to make Social Media Marketing strategy complete. In order to set it successfully, the right portrait of the target audience has to be determined.

- There is always something to work on and strive for. It is important to follow the changing trends and learn new ideas especially in the Social Media Marketing sphere.

To conclude, the author would like to highlight the fact that the digital field is rapidly developing and the faster the managers start using the guidelines provided in this paper, the more likely it is that they will achieve the best results. The author wishes good luck to all the current and future Social Media Marketing managers who will make business accounts in Social Media Networks both pleasant looking and informative.

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Appendices

Appendix 1. Interview Questions.

List of the Interview Questions to the representative of coffee shops in Saint Petersburg.

Part 1.

1. In which Social Networks do you have accounts?
2. What Social Network do you use the most/can be considered as the most active one?
3. Why do your brand needs accounts in Social Networks?

Part 2.

1. Do you have full-time SMM manager on the staff?
2. Do you commonly use content plan (have a timetable of post you have to do)?
3. How do you analyze the feedback you receive via Media Platforms?
4. Based on your experience what type of content have the greatest response and involvement? (viral/selling/involving)
5. How do you track that your SMM strategy is working/bringing new customers/increasing sales?
6. What is the average time customer needs to wait for the response if he sends you a message in Social Networks?
7. Do you hold any contests/competitions in Media Platforms? (Like free coffee for the best picture you've posted etc.)
8. Do you have any special offers/discounts/loyalty programs for your followers?

Part 3.

1. Do you use any paid ways of promotion? (Sponsored Ads, barter/paid collaborations with bloggers)?
2. Would it be enough for your company to use only SMM tools as a Marketing strategy?
3. What can you consider as your weakest point? / What do you need to improve?
4. What are your plans for future?

Appendix 2. Brief.

BRIEF

<p>Brand</p> <p>Name. Slogan. Short description.</p>	
<p>Goal</p> <p><i>/Development of a new corporate style; rebranding; creation of a subsidiary brand; rethinking of marketing tasks; etc. /</i></p> <p><i>Describe the carriers of the corporate style - logo, business card, website, banners on the street, advertising in the magazine, advertising on TV, uniforms, tags, souvenirs (pens, mugs, bags ...), etc.</i></p>	
<p>Core of the target audience</p> <p><i>It is important to describe the brightest representative of your TA as a real person, describing his income, interests, sphere of activity, leisure, marital status and life aspirations, peculiarities, shortcomings. It is important to avoid common, meaningless phrases - "average income level", "active life position".</i></p> <p><i>What problem of CA is the brand intended to solve?</i></p>	
<p>The essence of the project</p> <p><i>The main thought, the message, the idea. For what the project was created, how he was born, who is at the head.</i></p> <p><i>The goal (honest, for yourself) is to enter the market, to start the development of the industry, to revolutionize the industry, to seize the market segment, to introduce innovative technology, to become an integral part of the life of TA, etc.</i></p> <p><i>The mission is what is the purpose of this project (out of profit).</i></p>	
<p>Emotional language of the brand</p> <p><i>In what way does the brand communicate with its audience (literally, if you imagine the brand as a person - what tone does it speak)?</i></p> <p><i>/ friendly, knowledgeable, easy, moralizing, strict, with humor /</i></p>	

<p>What is important to express with the help of the graphic language of the brand</p> <p><i>Seeing the brand identity of a brand, what a potential customer should feel, why should the brand want?</i></p>	
<p>What is uniqueness of this project?</p> <p><i>The actual advantageous difference is not emotional.</i></p>	
<p>Competitors</p> <p><i>Where TA can meet the same needs at the same level. Not necessarily direct competitors in the same segment, it can be representatives of other areas (Internet, books, magazines).</i></p>	
<p>Main competitive advantage</p> <p><i>Why should a customer choose us, not competitors</i></p>	
<p>Design Criteria</p> <p><i>On what grounds will the conformity of the created corporate identity be assessed.</i></p> <p><i>/ For example, "youth", "brutal", "laconic". It is important to avoid subjective concepts "modern", "beautiful", "understandable" /.</i></p>	

Appendix 3. Content and Sample publication plan templates.

Content plan		
VKontakte, Facebook	Rubrics	Periodicity
Instagram		

Sample publication plan (week)								
	Time of the day	Пн	Вт	Ср	Чт	Пт	Сб	Вск
VK, Facebook								
Instagram								

Appendix 4. Flow chart.

Activity in coffee house accounts												
1 April	2 April	4 April	7 April	10 April	18 April	22 April	25 April	30 April				
<p>Registration and creation of accounts VK (Instagram, Facebook (cleaning, primary things, etc))</p>												
<p>Post from the leader of the coffee house in St. Petersburg (invited blogger, better conditions)</p>												
<p>Competition in Instagram to increase coverage and increase audience loyalty. The terms of participation: subscription to the account + photo/publication of dessert cooked at home with tags #CocktailinCafe #LoveCoffeehouse + mark on the photo. Prize: a gift certificate for a certain amount.</p>												
<p>Supportive TGA advertising VKontakte (targeting by age, by interests, competitors and location)</p>												
<p>Competition VKontakte to increase the coverage and increase the loyalty of the audience. Conditions of participation: subscription + repost of the competitive entry. Prizes: delivery of a set of desserts to your home</p>												
<p>Paid post VK (selecting post in a student's information guide: information about competition in Instagram)</p>												
<p>Paid post VK (in the information guide: acquaintance with excerpts from the menu)</p>												
<p>Paid post VK (in the information guide: acquaintance with excerpts from the menu)</p>												
<p>Paid post VK (in the information guide: acquaintance with excerpts from the menu)</p>												
<p>Paid post VK (in the information guide: acquaintance with excerpts from the menu)</p>												
<p>Supportive TGA advertising in Instagram (targeting: age, geo-location, budget cafes, St. Petersburg, lifestyle)</p>												
<p>Report on the successful GCM work's results of the month</p>												

