

Social Media & Restaurants

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10-06-2013

**GRADUATION ASSIGNMENT SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF BACHELOR OF
COMMUNICATION SYSTEMS OF THE INSTITUTE OF COMMUNICATION
AND JOURNALISM AT THE UTRECHT UNIVERSITY OF APPLIED
SCIENCES**



Table of Content

| | |
|---|-----------|
| Summary | 4 |
| Acknowledgements | 5 |
| Preface | 6 |
| Chapter1. Introduction | 8 |
| Chapter 2. Theoretical Framework | 11 |
| Chapter 3. Problem Definition | 61 |
| Chapter 4. Methodology | 62 |
| Chapter 5. Results | 66 |
| Chapter 6. Conclusion and Findings | 83 |
| References | 92 |
| Appendixes | 97 |

Summary

Based around the central research question ‘Can social media be used as a marketing tool for a restaurant?’ this dissertation sets out to discover how a starting restaurant in Canada can use social media as a marketing tool.

Over the past decade a large number of companies have embraced social media and have added it to their marketing mix. Why is it that social media can be so powerful for an organization? How can restaurants use social media to promote or extend their business? How should restaurants use social media to gain the upper hand in the market? These are all questions that will be explored in this dissertation.

My research is based on the hypothesis that social media is the ideal platform to market a new restaurant (In this case Waves) and to promote their business and engage with their customers. What does Waves have to consider before writing their social media plan? Who will be using their social media outlets and what will they be looking for?

This dissertation will find answers to these questions, which will lead to the overall advice:

Advertising through social media can be highly effective for a starting restaurant. Social media allows for people, businesses and groups to connect and bond on a new level at a relatively low cost. It allows a restaurant to communicate with its customers on a very approachable, fun level and enables a restaurant to offer more to its customers than the products that can be found on the menu alone. Social media is proven to be popular amongst the potential customer base of Waves therefore it is important for Waves to have a social media presence that aligns with the needs of the customer.

Acknowledgements

Writing my dissertation has been a valuable learning experience. Over the past semester I have dedicated my time and resources to this thesis with the help of great people along the way.

First of all I want to thank my thesis supervisor and mentor: Peter de Groot. Thank you for your guidance, helpful insights, enthusiasm and patience guiding me through the entire process of writing this thesis.

Next, I would like to thank Shannon Crary for inviting me to write this thesis based on her company: Waves. Thank you for the valuable information, our conversations and your time invested into this project to help me write this thesis. I truly hope my research will contribute to any future success Waves will have.

I would also like to thank my parents for their support over the last years as I have set out to combine my education while living abroad. Thank you for making it possible for me to do what I have done over the past years and this dissertation can be seen as the completion of the goal I set out to reach four years ago.

I could not have written this dissertation without the help of so many others along the way. I would like to thank anybody that has contributed to this dissertation whether it was in the form of participating in surveys, providing me with helpful sources or give me new ideas by discussing the topic.

All of you have been tremendously helpful and for that I thank you!

Preface

Fresh, Funky, Fun: Waves.

Waves is a restaurant in the making and is aiming to open her doors in Peterborough, Canada in the early months of 2014. Waves is the brainchild of Canadian entrepreneur Shannon Crary. Shannon got her first inspiration to open her own restaurant while she was living on the vibrant Sunshine Coast in Australia. Down Under, the beachside boardwalks are filled with hip, healthy lifestyle cafes and restaurants that have a certain buzz about them that hooked Shannon in from the moment she sat down. Her favorite spot, Raw Energy is an outdoor restaurant based around funky vegetarian food served by a hip waiting staff in an easy-going environment. Raw Energy is a place where the healthy-lifestyle community gets together and shares their lifestyle through the meals and conversations.

After leaving Australia the idea of opening her own healthy-lifestyle restaurant never left and grew stronger as Shannon got more and more inspired by all of the new places that she visited around the world on her travels. Whether it was the fresh fruits of Thailand, the ‘gezelligheid’ of a Dutch café or the funky smoothies that can be found in downtown Hong Kong, Shannon took notice. Collecting ideas for a period of over 5 years from a wide variety of influences have now amalgamated into one culinary format: Waves.

Waves is not setting out to be an ordinary restaurant. It wants to be a restaurant where people not only come to enjoy tasty, healthy food and drinks but where people can also come to get a little more educated or get excited about a healthier lifestyle. The restaurant understands how hard it is to change existing cultures. By providing food and drinks that are healthy at its core and delicious at the same time while being served in a funky and fun environment it aims to provide people the key to a more fun and a healthier state.

Waves is a restaurant that wants to create a following instead of merely a customers base. Interaction with its customers is extremely important when it comes down to changing the way people think about food. Social media could present itself as the perfect outlet to interact with the customers as well as potential customers about healthy living in a fun, modern way.

During this dissertation I will research if and how Waves can use social media as a marketing tool and how it can be used to create a following. Can Waves use social media to share its identity, which is based around the three pillars that is Waves: Fresh, Funky & Fun.

Chapter 1. Introduction

Over the past decade social media has become an integral part of modern day society. What started out as communication platforms mainly for people-to-people purposes has grown into a whirlwind of conversations between people, businesses and governments. Organizations around the world quickly discovered the power and strength of social media as a marketing tool.

During this dissertation I'm going to research how social media can help a starting restaurant expand into a successful brand which people identify themselves with. Even though Waves has not opened its doors it already has a very strong identity. Founder Shannon Crary has a very clear picture of what Waves already is and where it is going. This is extremely helpful for the process of creating an advice for Waves as it can enter the market as a fresh, new concept in the community.

In order to offer Waves a weighted advice I will base my research around the following central research question:

Can social media be used as a marketing tool for a restaurant?

To offer Waves good advice the following two advisory questions will be answered:

- Is social media an effective marketing tool for Waves?
- How can Waves create an effective social media campaign as a marketing tool?

To find answers to these questions I have to first answer these sub-questions:

1. What is social media?
2. Who is using social media?
3. What is the added value of social media as a marketing tool?
4. How can a restaurant use social media?
5. How effective is social media for a restaurant?
6. How do other restaurants use social media?
7. Why should Waves use social media?
8. How will social media benefit Waves?
9. Who is the target audience for Waves her social media campaign?
10. How can Waves stand out in her social media campaign?
11. Are competitors using social media and how?
12. Should Waves only use social media as advertising or to create dialogue with customers?

Before I am able to answer these questions I will conduct a combination of desk research, qualitative research and quantitative research to gather the data needed. I will construct this thesis around an hourglass model to guide the thesis in an orderly and understandable fashion.



In the Theoretical Framework I will research the following topics to create an understanding of all variables involved:

- The Canadian Restaurant Industry
- The Internet Landscape
- The Social Media Landscape
- The Use of Social Media in the Hospitality Industry
- Defining Peterborough
- Canadian Social Media Usage
- Social Media Strategies
- Measuring Social Media

After this is completed I will narrow down my focus specifically to Waves and will conduct quantitative research, which will examine how Waves' immediate competition is using social Media and how potential customers of Waves are use social media. This research can be found in the Methodology and Results chapters. After this research is completed I will list my results and findings in order to draw a conclusion from it. Once I have drawn my conclusion from the research I will give my advice to Waves.

Overall, I hope to offer Waves an advice that will launch the restaurant off to a successful start, whether that is with or without social media as a marketing tool I will leave undecided for now.

Chapter 2. Theoretical Framework

To find out how social media can best be utilized as a marketing tool for a restaurant I have set out my theoretical framework in eight various sub-chapters.

- 1. The Canadian Restaurant Industry: statistics and trends**
- 2. The Internet Landscape**
- 3. The Social Media Landscape**
- 4. The Hospitality Industry's Use of Social Media**
- 5. Defining Peterborough**
- 6. Canadian Social Media Usage**
- 7. Social Media Strategies**
- 8. Measuring Social Media**

The theoretical framework is set up in these eight chapters in order to get a good understanding of all variables involved. By researching these topics individually, the overall view becomes clear. These sub-chapters should provide me with answers to many of the sub-questions that will help me construct my answer for the research and advisory questions.

2.1 The Canadian Restaurant Industry: Statistics and Trends

As this dissertation will be mainly based around the restaurant industry it will be important to learn more about the Canadian restaurant industry and understand how the current restaurant industry in Canada is perceived by the public.

Opening a restaurant is a challenging and risky endeavor. The economic paradigm has shifted and Canada, amongst many other nations, finds itself slowly recovering from the worldwide financial crisis that hit in 2007 (Guardian, 2011).

The Canadian restaurant industry is still standing strong however with annual sales exceeding \$65 billion annually in 2012, accounting for 4% of Canada's GDP.

According to the same source there are 81,400 companies active in the Canadian hospitality industry employing over a million people (CRFA, Statistics Canada, NPD Group, Restaurant Central, 2012).

Research from the Canadian Restaurant and Foodservices Association (CRFA) demonstrates facts about the positive relationship between Canadians and the restaurant industry:

17 million restaurant visits are made on a regular day in Canada while 34% of Canadians have dreamt about opening a restaurant at some point in their life. The research further states that the restaurant industry lists as the number one industry where Canadians found their first employment and eight out of ten Canadians think that the restaurant industry provides a vital source of employment. (CRFA, 2012)

When people were asked about the perception of the Canadian Restaurant and Foodservice industry the following results followed:

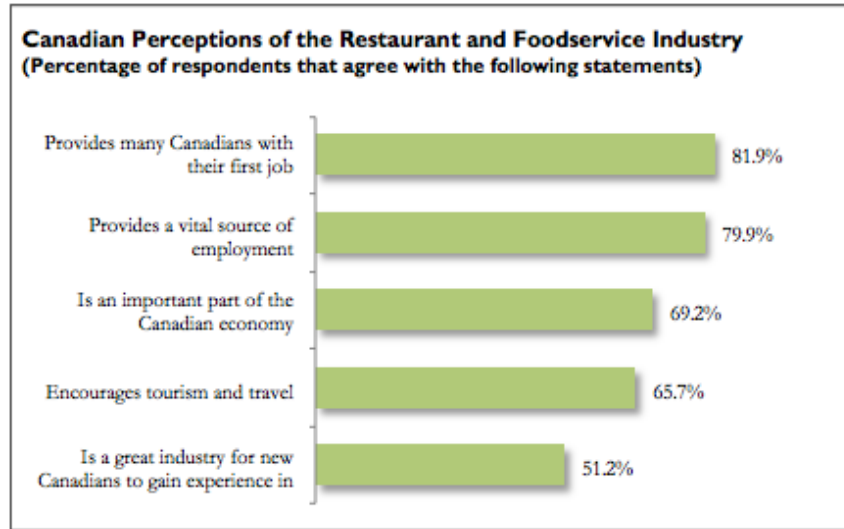


Figure: 2.1 Canadian Perceptions of the Restaurant and Foodservice Industry
(CRFA, 2012)

These numbers indicate the positive attitude that Canadians have towards the hospitality industry. This positive correlation can be beneficial to restaurant owners relying on the goodwill of the public to engage through social media.

2.1.1 Social Restaurants

Canadians view restaurants as a place for social interaction with friends and family. According to the findings from the Canadian Restaurant and Foodservices Association Report, 28.3% of all Canadians choose going to a restaurant as their preferred activity to socialize with friends and family. (CRFA, 2012)

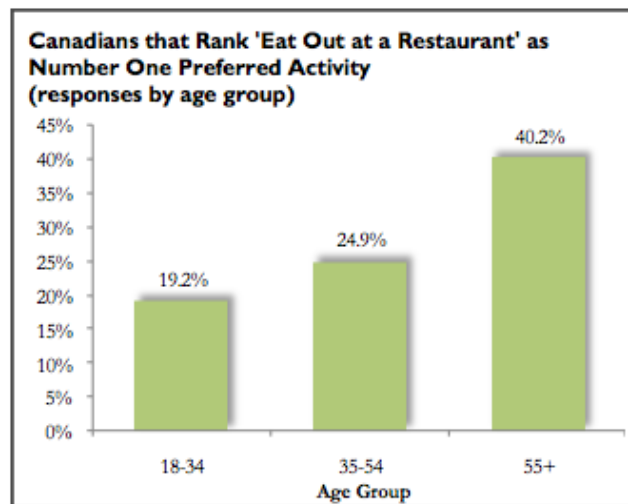
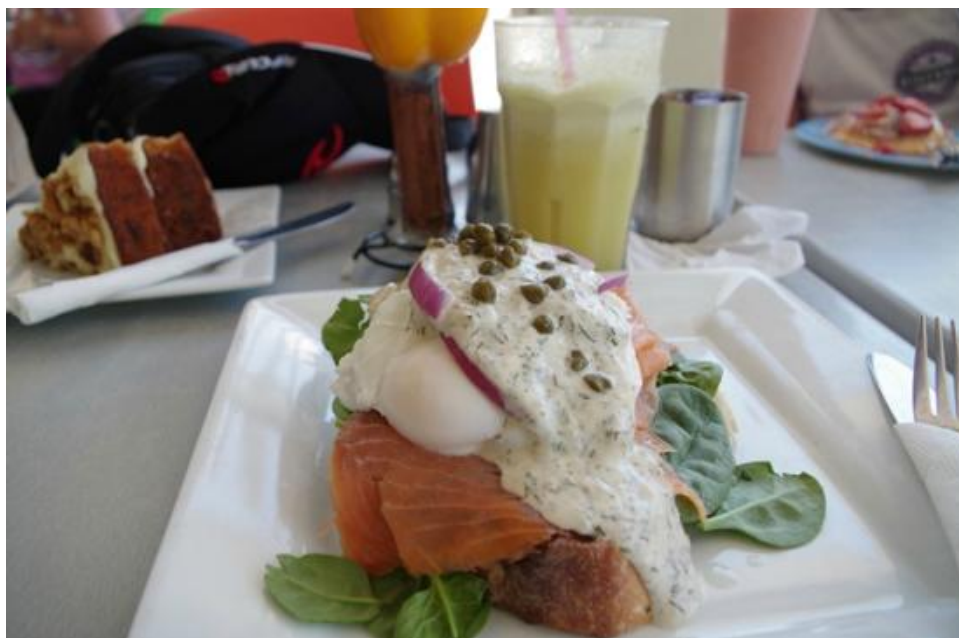


Figure: 2.2 Canadians that Rank 'Eat Out at a Restaurant' as a number one preferred activity (CRFA, 2012)



2.1.2 Frequency and Demographics

63% of Canadians view eating out at a restaurant as a luxury. When looking at the frequency of which Canadians eat out we see the following (CRFA, 2012):

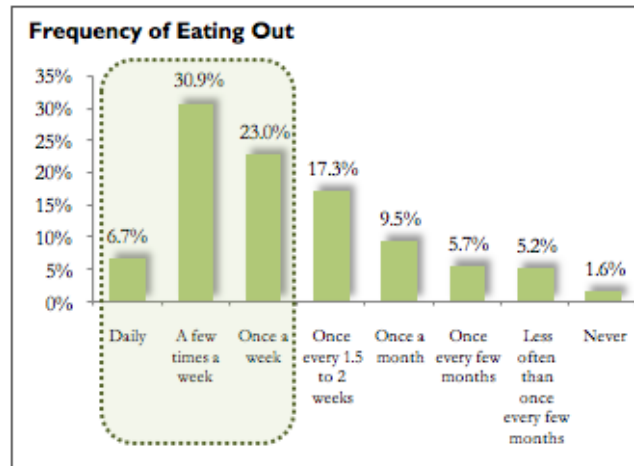


Figure: 2.3 Frequency of Eating Out (CRFA, 2012)

Canadians purchase a meal or snack from a restaurant just 1.7 times a week on average, although this number is twice a week in Ontario. Age and income play an important factor in the frequency of restaurant visits as Figure 2.4 shows the correlation between average number of restaurant visits and age and income.

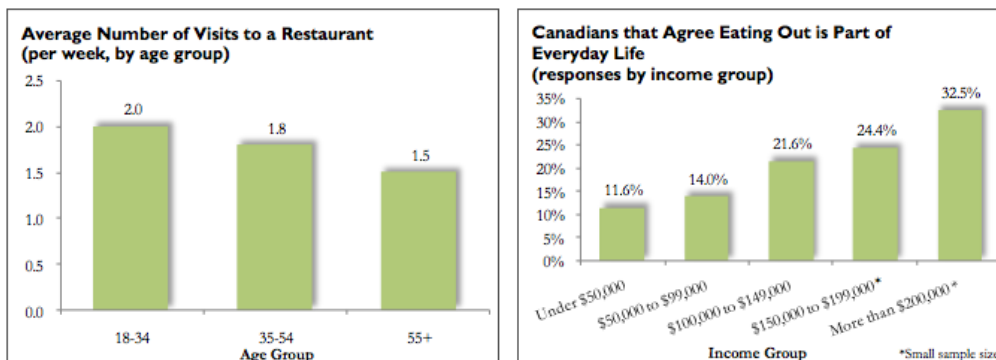


Figure: 2.4 Number of Visits & Responses by Income Group (CRFA, 2012)

2.2. The Internet Landscape

Not only is it important to understand the current restaurant landscape, it is also important to understand more about the Internet on which restaurants might be active on to market their brand. During this sub-chapter I set out to understand more about the Internet as a marketing tool.

The Internet is a network where millions of computers connect and share information with each other. It started as ARPAnet, a project created in 1969 by the United States Department of Defense during the Cold war, which allowed two Universities (UCLA and Stanford University) to share top-secret information between computers. This was the very start of what turned into the Internet as we know it today. One of the first social media activities followed shortly after when in 1971, Ray Tomlinson, created the world's first email program for the ARPAnet. It was also Tomlinson who created the well known '@' icon to go along with every email address. (University at Albany, 2006)

Modern day Internet has come a long way from the ARPAnet and became highly accessible to the public when CERN (The European Organization for Nuclear Research based in Switzerland) created the World Wide Web in 1989. The World Wide Web (www) is a smaller network within the Internet where users can access information through a digital language called HTML or Hypertext Markup Language. (University at Albany, 2006)

Internet browsers operating with HTML language allow the public to use the Internet to communicate with each other and share information. When Yahoo launched in 1994 it started to categorize the information available on the Internet to make it easier to access. Google launched in 1998 and has since taken over as the largest search engine. (University at Albany, 2006)

The World Wide Web underwent an evolution in the early years of 2000 and was eventually coined as Web 2.0 in 2004. The web 2.0 allows its users to be much more social and makes user interaction more available. The Web 2.0 was not a technical update but more of an attitude shift towards the entire concept. The strength between harnessing collective intelligence through open source software allowed for a rapid development of online applications. (O'Reilly, 2005)

'The power of Web 2.0 is the creation of new relationships between collaborators and information.' - IBM (IBM, 2009)

2.2.1 The Internet & Relationship Marketing

Since the creation of the Internet, the medium has proved to be a highly valuable tool for relationship marketing. The combination of real time communication against a relatively low cost for sharing information between two parties allows the Internet to be the ideal platform of choice for communication marketing purposes. (Geiger & Martin, 1999)

Businesses have turned to the Internet to promote their companies to the outside world. According to Geiger & Martin there are three distinct marketing strategies that organizations abide by when having an online presence.

- The ornamental web presence strategy
- The informal web presence strategy
- The relational web presence strategy

The Ornamental Web Presence Strategy

The ornamental web presence strategy is the most basic approach to having an online presence. It means that the company feels that it is important to be represented online yet does not have any marketing objectives attached to their online activity. The ornamental web presence tends to not go beyond a simple one page website that lists the basic details of the company. Updates tend to happen very infrequently as the website is mainly used as a reactive response to competitors that are creating an online presence for themselves. (Geiger & Martin, 1999)

The Informal Web Presence Strategy

Companies using the informal web presence strategy place high value in their online activity yet view it to have the same importance as their other marketing channels that are in place. Their online activity will focus on providing as much information as possible about both the organization and the products through a website that is being kept up to date frequently.

These websites are generally easy to find through search engines and simple to use. The websites are based around one-way communication and urge interested visitors to use traditional channels to contact the company or purchase their product. Websites based around the informal web presence strategy focus on keeping their customers and visitors up to date about the organization and its products. (Geiger & Martin, 1999)

The Relational Web Presence Strategy

Companies using the relational web presence strategy value the Internet as a unique marketing tool and utilize it to the fullest extent. The companies using this strategy understand that the Internet allows them to interactively build and maintain relationships with a vast amount of people including their customers, employees and potential customers.

Creating dialogue between customer and company is seen as immensely valuable instead of solely providing information to their visitors. Online activity plays a very important role and is included in the overall marketing strategy of the company.

(Geiger & Martin, 1999)

2.2.3 Online Customer Relationship Management

Based on Geiger & Martin's findings the relational web presence strategy proves to be very valuable for a company. This strategy can also be viewed as a management function within a company: Online Customer Relationship Management.

“Customer Relationship management is the strongest and the most efficient approach in creating and maintaining relationships with customers. Customer relationship management is not only pure business but also ideate strong personal bonding within people. Development of this type of bonding drives the business to new levels of success.”

– Management Study Guide (Management Study Guide, 2008)

Customer Relationship Management (CRM) is a management tool, which focuses on initiating, establishing, maintaining and developing successful long-term relationships with stakeholders of the company. (Lawson-Body & Limayem, 2004)

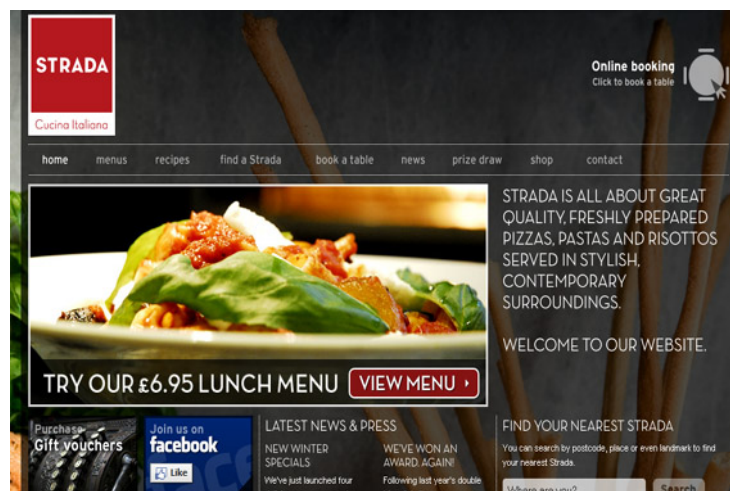
The promotion of customer loyalty is one of the effects that CRM enables. There are tremendous benefits that come along side with customer loyalty such as: longevity as a customer, increase of purchases amongst many other benefits. This makes the implementation of CRM very interesting for organizations. The evolvement of technology has given the Internet an important role to accommodate the pursuit for customer loyalty through Customer Relationship Management. (Lawson-Body & Limayem, 2004)

2.2.4 Websites for Restaurants

In this day and age it is becoming more and more important for a company to have a website. This is no different for restaurants. During this sub-chapter I will research how a restaurant should go about setting up a company website.

Although every business should have a website, it doesn't mean that every business should have the same website setup. With every industry comes a unique approach and various requirements and it is very important that business owners understand what these are. (Sagemedia, 2013)

Restaurant websites can play an important role in a customers experience and when a website is executed properly it reflects back on the overall quality of the restaurant. For a restaurant website to meet consumer needs it needs to include the following content:



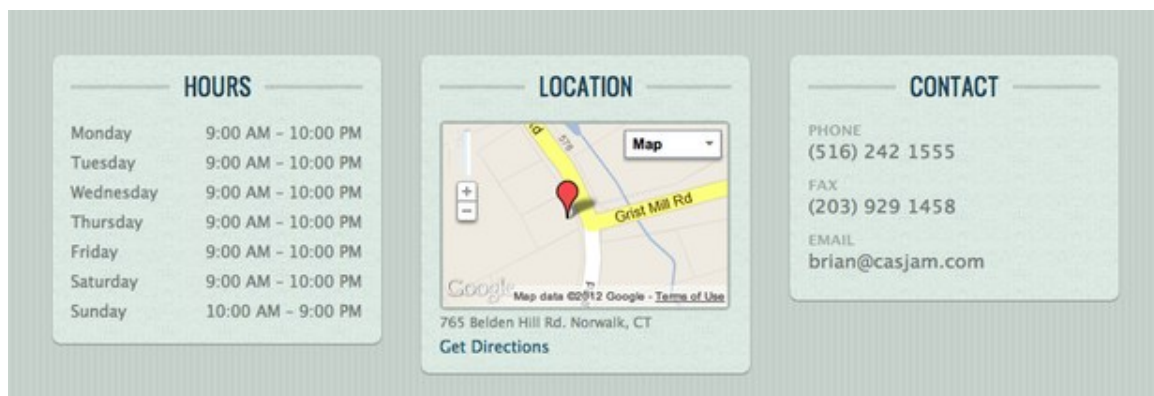
The Menu

A restaurants' main product are its food and beverages. The menu represents what makes a restaurant distinctive from others and is a big factor in the decision making of a customer when visiting a restaurant. The website should have the menu included and has to be accurately maintained when menu changes occur. It is therefore very important to always have the most up to date menu on the website.

Looking at the technical aspect it is important to integrate a web-based menu into the website instead of downloadable PDF's, which many restaurants often do. Visitors want quick information that is easily accessible. Visitors tend to not want to download a menu in order to view it. The menu should be easily accessible on their screen and should be easy to find. (Webdesigner Depot, 2012)

Contact Information

Customers need to be able to find where the restaurant is located. It is very important to always include the contact details, location and opening hours on the website, preferably on every page.



By using plain text for the contact information such as a phone number or email address you allow this text to turn into a hyperlink so users can click on these links to initiate a call immediately or to send an email when they access your website through a mobile device. Providing the user with this form of functionality will enhance the user experience. (Webdesigner Depot, 2012)

Mobile Responsive Website

A restaurant website should be able to function on a mobile device. Not only are the future trends heading towards mobile Internet usage, it is even more so important to implement this for websites in the hospitality industry as customers are often out and about when searching for a place to dine or to have a drink. (Webdesigner Depot, 2012)

Include Photos

The use of pictures on a website not only enhances the aesthetics of the website, it also portrays the atmosphere and style of the restaurant to its customers. Photos can also function as a way of showing off the menu items, as people tend to like to see the end product before they order. (Webdesigner Depot, 2012)

Integrate Social Media

A website can contribute to the success of social media campaigns, just as the success of social media can strengthen the website. Integrating icons to the various social media pages used, a company can let its visitors know on which platforms they are active and directly link the visitor to these.

Restaurant customers value the opinion of other customers and a restaurant can use this to its advantage. By including the reviews of what people are saying about the restaurant on the website they are promoting themselves directly, while at the same time, catering to the customers needs. (Webdesigner Depot, 2012)

Above and Beyond

These are the basic foundations which a restaurant website should abide by, however, there are additional items they can include to make their website even more successful:

- Online Reservations
- Online Ordering
- Events Calendar
- Restaurant Blog

2.3 The Social Media Landscape

Social media is the key point of focus throughout this dissertation therefore it is very important to understand what social media exactly is. During this sub-chapter I will also research what kind of social media platforms are available and will research social media users and their behaviors.

Definition of **social media**

Noun [treated as singular or plural]

Websites and applications that enable users to create and share content or to participate in social networking.

(Oxford Dictionaries, 2013)



Figure: 2.5 What is Social Media? (Cite, 2012)

As the dictionary term of social media states, social media can be a lot of different things. Figure 2.5 clearly portrays the various aspects of the term social media.



Figure: 2.6 Various Social Networks using Web 2.0 (IBM, 2009)

Not only is social media used in a variety of ways, it is also used by various groups. Figure 2.6 demonstrates how some groups and networks are creating and using social media. As you can see there is a wide variety of social media usability. A restaurant needs to decide why it wants to use social media and choose platforms accordingly.

2.3.1 The History of Social Media

Many people view social media as a new trend that recently entered society, however, it has been around for over 40 years already. The first email was sent and delivered in 1971 creating the start of social media. Progress was slow as the Internet was developing. In 1978 the Bulletin Board System (BBS) was created which allowed people to post announcements and share information through posts. It wasn't until the mid 90's where social media began to develop into social interaction as we know it today. In 1994 Justin Hall was amongst the first that started to publish personal blogs on the Internet and in 1997 SixDegrees.com was created, where users could create profiles and list friends. AOL also provided its customers with a chat function in 1997 allowing them to interact freely online.

It was around the time when Web 2.0 was launched that social network sites such as Myspace (2003), Friendster (2002) and Facebook (2004) appeared. YouTube started its online video service in 2005 and Twitter appeared in 2006. In 2012 Facebook reached the phenomenal 1 billion users mark. (Dr. Curtis, A, 2013) (Copyblogger, 2013)

2.3.2 Defining Social Media Platforms

There are various social media platforms, each serving their own unique purpose. A lot of these social media platforms will be mentioned throughout this dissertation, therefore I find it valuable to briefly describe the ten more popular platforms and outline each of them to create an understanding of their unique functions and usability.



Facebook is the largest social media platform in the world with over a billion active users in December of 2012. Facebook launched in 2004, initially only for college students in the United States of America. After a successful start Facebook also opened its service to American high school students in 2005 and opening it up the world a year later (Facebook, 2013).

Users create a personal profile from which they can interact with other profiles. A profile can be personalized by things such as: listing personal information, uploading photos and videos, subscribe to fan pages of artists or athletes along with a lot of other things.

Users can befriend people with other profiles and thus create an online network. Users communicate with their friends through private messages, wall posts (public messages) and through a chat function.

An important part of how Facebook operates today is the newsfeed that has been introduced in 2006. The newsfeed lists all posts from the people connected to the user. The user can see everybody's activity and can respond to it through 'likes' and comments. The user can even share the content of their friends making it accessible to his personal network. (Facebook, 2006)



Twitter launched in 2006 and gained worldwide popularity rapidly. Twitter is a micro blogging service based around messages of up to 140 characters named 'Tweets'.

Users can post and receive tweets that contain: messages, links, videos or photos of whatever is on a tweeter's mind. These tweets can be tweeted at random or directed to fellow tweeters by including their username, which starts with the iconic @ sign, for example: @Waves. Twitter describes itself as: *'a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting.'* (Twitter, 2013)

A successful tool that Twitter incorporated is the use of the hash tag: #. Messages can be bundled together by including the # sign against the key text that they would like to bundle. An example of a tweet incorporating the hash tag can look like this:

This [#Steak](#) is the best I have ever had.

By implementing the hash tag you can see that the word Steak turns into a different color. The word Steak has just turned into a hyperlink that directs you to a new page where you can see all the other tweets being send that have the same hash tag, in this example [#Steak](#).

This tool allows users to gain access to all of the tweets that talk about this topic and allow following and participating in the conversation about the certain topic involved.



Instagram is a social network service completely based around photo sharing and was launched in October 2010. It allows users to share their life through the photos they upload. After a user takes a photo he/she can opt to use a filter to give the photo a certain ambiance or effect. (Instagram, 2013)

All the photos are saved under the users personal page and are public by default. This means that anyone can see these photos unless the users make their account private, then only their followers are able to access the photos. (Instagram, 2013)

An Instagram account can be linked to other social media platforms such as Facebook and Twitter. The photos will then also be published on these profiles at the same time.

Instagram has 100 million active users per month and 40 000 photos are uploaded each day. These 40.000 photos generate 8500 likes per second and receive 1000 comments per second. (Instagram, 2013)



Foursquare is a social media App which people use to share their whereabouts with other people. With Foursquare a user can check into the place of where he/she is at during a certain moment. By 'checking in' to these places a user can share his/her whereabouts with his/her friends. Foursquare will also provide information about the location of where the user is 'checking in' from.

Foursquare provides the user with personalized recommendations of places of interest or special deals based on where the user, or his/her friends or people similar to their listed interests have been prior. Users can link their profile to social media sites such as Facebook to share their whereabouts.

After being launched in March of 2009, Foursquare has accumulated over 30 million users worldwide and over 3 billion check-ins, Foursquare generates over a million 'check ins' everyday day. (Foursquare, 2013)



YouTube is a video-sharing platform that was founded in February 2005. Billions of people are able to view the video content on YouTube but to be able to upload video content a free user profile is needed.

YouTube generates more than 1 billion unique users each month and over 4 billion hours of video are watched every month. Every minute, 72 hours of video are uploaded and YouTube had over 1 Trillion views by 2011, which account for roughly 140 views for every person on earth. (YouTube, 2013)



Pinterest is an online social catalog service, which was launched in March of 2010.

Operating with an 'online Pinboard' interface users are able to collect ideas and information that captures their interest. (Pinterest, 2013)

An ongoing page similar to a homepage shows a wide variation of information captured in a photo in the so-called 'pin'. These pins can hold information such as: fashion outfits, food recipes, home decoration tips, artwork and so on. One of the Pinterest slogans is: ' If it captures your interest, there is a place for it here.

By browsing through these pins the user can re-pin the items that capture their interest to their own pin boards in order to save this information. (Pinterest, 2013)

Users can create 'pins' from a website by using the pin it bookmark option. After a user clicks on a 'pin' he or she will be relocated to the website of origin that was used to be 'pinned'.

Users can follow other people on Pinterest in order to have access to the pins that these users pin to their personal Pinboards (Pinterest, 2013)



Yelp is a website that helps people find local businesses such as restaurants. A business can create a Yelp account and list their information such as address, opening hours, menu and website address. Users can leave reviews on these profiles talking about their experience with the business and give recommendations or warnings to the public about that certain business.

Yelp was launched in 2004 and drew 86 million unique monthly visitors in the fourth fiscal quarter of 2012 and users have written over 36 million reviews. 21% of these reviews have been on restaurants. (Yelp, 2013)



Google+ or also referred to as Google Plus is Google's own social network platform. Google+ focuses on sharing things with the right people. Users can share photos, videos, notes and messages and allows users to video chat with up to 9 of their friends at the same time (Google, 2013)

Google+ is hooked in with other Google services such as Gmail, Search, YouTube and Android Apps, allowing each of these to work faster through Google+ (Google, 2013).

Google+ is growing rapidly and is said to be the 2nd largest social media website regarding active users in January of 2013. (Forbes, 2013)



LinkedIn is the world's largest professional network site with over 200 million users worldwide. LinkedIn was launched in 2003 with the purpose to connect professionals around the world. Through LinkedIn, users have access to other professionals, organizations, job opportunities, articles and updates that are of interest to them. (LinkedIn, 2013)

Social Media Landscape 2012



Figure 2.7 Social Media Landscape 2012 (Cavazza, F, 2012)

2.3.2 Categorizing Social Media Users

According to TNS Digital Life, it is important to understand the social media user landscape before engaging in a social media campaign. The demographics of social media users are widespread and very diverse yet they can be captured in six categories in what is called Digital Lifestyles. (TNS Digital Life, 2013)

Digital Lifestyle Profiles:

1. The Influencers
2. The Communicators
3. The Knowledge-Seekers
4. The Networkers
5. The Aspirers
6. The Functionals

1.The Influencers

‘The Internet is an integral part of my life. I’m young and a big mobile network user and generally access everywhere, all of the time. I’m a blogger, a passionate social networker with many social network friends. I’m also a big online shopper, even via my mobile. I want to make sure as many people as possible hear my online voice.’ - TNS Digital Life

2. The communicators

‘I just love talking and expressing myself, whether that’s face to face, on a fixed line, mobile or on social networking sites, instant messaging or just emailing people. I really want to express myself in the online world in the way that I cant in the offline one. I tend to be a smart phone user and I’m connecting online from my mobile, at home, at work or at college.’ - TNS Digital Life

3. The Knowledge-Seekers

‘I use the Internet to gain knowledge, information and to educate myself about the world. I’m not very interested in social networking but I do want to hear from like-minded people especially to help me make purchase decisions. I’m very interested in the latest thing. - TNS Digital Life

4. The Networkers

‘The Internet is important for me to establish and maintain relationships. I have a busy life whether it’s my profession or managing the home. I use things like social networking to keep in touch with people I wouldn’t have time to otherwise. I’m a big Internet home user and I am very open to talking to brands and looking for promotions. That said I’m not really the kind of person to voice my opinions online.’ TNS Digital Life

5. The Aspirers

‘I’m looking to create a personal space online. I’m very new to the internet and I’m accessing via mobile and internet cafes but mostly from home. I’m not doing a great deal at the moment online but I’m desperate to do more of everything, especially from a mobile device.’ TNS Digital Life

6. The Functionals

The Internet is a functional tool; I don’t want to express myself online. I like emailing, checking the news, sport and weather but also online shopping. I’m really not interested in anything new (like social networking) and I am worried about data privacy and security. I am older and have been using the Internet for a long time.’ TNS Digital Life

Behaviour and attitude is not a linear relationship



Figure: 2.8 Behaviour and Attitude is not a linear relationship (TNS Digital Lifestyle, 2013)

In: the Influencers

Co: the Communicators

Kn: the Knowledge-Seekers

Ne: the Networkers

As: The Aspirers

Fu: The functionals

By looking at figure 2.8 it becomes clear which digital lifestyle profiles will play an important role in social media campaigns. As a company it is important to recognize these users and understand the influence that they might represent. The Communicators and Influencers for example represent people, which, as a company, you would like to keep engaged and positive, as they are actively involved in your social media activity and are known to share your information with their networks, good or bad.

2.3.3 Social Technographics:

Where the Digital Lifestyle Profiles focus is on user behavior, Forrester conducted and published a report called ‘Social Technographics’ in 2007. In this research Forrester researched what various types of users exist. *‘Social Technographics classifies people according to how they use social technologies’* – Forrester (Bernhoff, J, 2010)

According to Social Technographics there are 6 active user roles:

Creators

‘Creators make the social content that others consume. Creators write blogs, create videos, post music and upload texts.’ - Forrester

Conversationalists

‘Conversationalists voice their opinions to other consumers and businesses using vehicles such as SNS and Twitter’ - Forrester

Critics

‘Critics respond the content from others. They post reviews, comment on blogs, participate in forums and edit wiki articles.’ – Forrester

Collectors

‘Collectors organize content for themselves or others using RSS feeds, tags and voting sites.’ – Forrester

Joiners

‘Joiners connect in social network sites such as Myspace and Facebook and maintain a profile’ – Forrester

Spectators

‘Spectators Consume social content including blogs, user generated videos, Podcasts forums or reviews’ – Forrester

By understanding the various Social Technographics we can understand the different behaviors of people using social media.

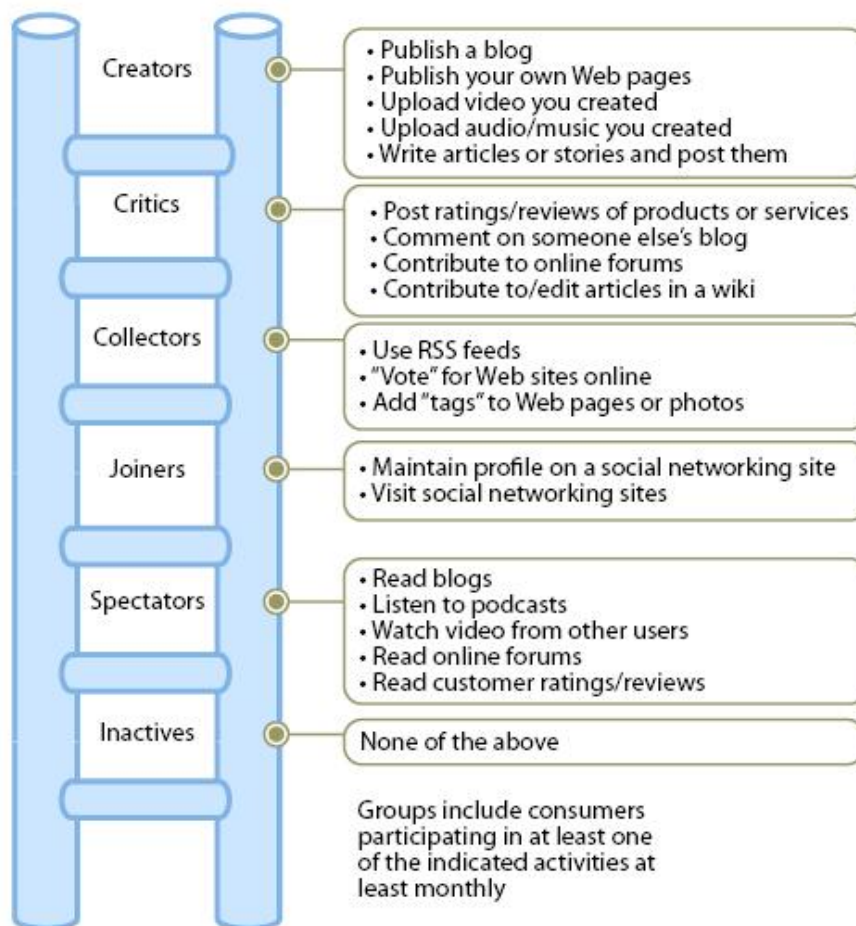


Figure 2.9: The Social Technographic Ladder (Bernhoff, J, 2010)

2. 4. The Hospitality Industry's Use of Social Media, Techniques & Best Practices

Now that we understand more about the Canadian restaurant industry and the Internet and social media landscape it will be important to find out how social media is been used as a marketing tool. Throughout this sub-chapter I will research best practice examples, how to manage content and I will also talk about future trends.

Restaurants amongst so many other businesses have discovered the Internet as a way to advertise. In 2011, 70% of all business were using Facebook for marketing purposes. (Cerelli, 2011)

Having a social media presence by itself is not enough and can do as much harm as it can do well for a company. A business has to manage its social media correctly, as it is an extended part of the organization. Social media requires time, resources and it does not hurt to add creativity. (Cerelli, 2011).



2.4.1 Restaurant Best Practices

Chipotle



The first example of a social media best practice case is Chipotle Mexican grill. This is an American fast food restaurant chain that focuses on gourmet burritos and tacos. Not only are customers raving about the meals, they are quite excited about Chipotle's presence on social media as well; having 2,020,846 people as a fan of their Facebook page while 1,309,657 of their customers used Facebook to 'check in' to one of the Chipotle locations as of April, 2013. When a user 'checks in' to a place this information is immediately broadcasted to their personal Facebook friends, expanding the exposure of Chipotle exponentially. (Chipotle Facebook, 2013)

Chipotle uses Facebook effectively as well as creatively, going beyond solely advertising their products. One of the core values of Chipotle is the commitment to 'food with integrity'. Chipotle values the use of organic, sustainable ingredients produced locally when possible and likes to advertise this. The company creates events on their page to list when they will visit local farmer markets and also sponsor the Cultivate Festival. (Chipotle, 2013)



Chipotle manages to display their values through social media but also understand the power of visualization (Washanko, A, 2012). By creating a Pinterest account they display their meals and brand through images and videos they allow many of possible non-customers to come across their brand and product. The visual aspect is also successfully integrated into their Facebook campaign by posting a lot of visual updates onto their wall.



Pinkberry



Pinkberry is an American frozen-yogurt chain that turned to social media to help promote the brand. The Pinkberry social media mix exist out of: Facebook, Foursquare and Twitter.

Pinkberry is especially successful through her Twitter campaign communicating regularly with their 44.985 followers (April, 2013). Pinkberry values their followers and introduced a loyalty program and mobile App to strengthen their relationship with their customers even further.

Part of their customer loyalty approach is giving away free products when people help promote Pinkberry though tweets including Pinkberry related hash tags.



Pinkberry is quick with responding to incoming tweets, creating a relationship with her customers. Responding in an informal way strengthens this relationship as communication is on an equal level in a fun and friendly way.



Pinkberry understand that rewarding your followers goes along way. By rewarding your followers you give them an extra reason to follow you and enhances the positive relationship, which is trying to be established. A reward here and there can be very beneficial and should pay itself back in the long run.



Pinkberry @Pinkberry

5 Apr

@darcydino Come by today or tomorrow and show this coupon and you can get a FREE Blueberry Almond #Pinkberrygreek!

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🗉 Hide photo ↩ Reply ↻ Retweet ★ Favorite ⋮ More

snack it up
enjoy one Free
blueberry almond greek yogurt
(show this on your mobile or print to redeem)



with 15g of protein it's the perfect snack.

pinkberrygreek

**GOOD
MORNING
AMERICA**

McDonalds



A good example of how to utilize Foursquare successfully is McDonalds. McDonalds turned to Foursquare to implement a social media experiment. The fast food restaurant placed gift certificates randomly throughout their restaurants to reward Foursquare members for 'checking in' in a playful matter.

McDonalds wanted to increase visits and 'check ins' from its Foursquare members and encouraged them to check into various locations. Not every location had gift certificates available which turned the campaign into a digital scavenger hunt. Members had to check into various locations to find out if that location was giving out gift certificates.

Due to this campaign, (which only cost McDonalds a \$1,000 in total) McDonalds noticed an increase in attendance of 33% and ended up with over 600,000 people liking and following other McDonalds social media platforms because of it. (Flanigan, P, 2011)

2.4.2 How to manage your social media content

Deciding which platforms to use and establishing a style, strategy and looks are extremely important to a social media campaign. No matter how well one executes all of these, it might not matter if the social media content is not managed correctly.

Studies have shown that there is a certain behavior which need to be implemented in order to not be viewed as obnoxious by the public which might result into people hiding the posts or even in un-following the page all together.

Suggested is to upload a post once a day as a safety precaution. Although this number is up for debate and differs from organization to organization it holds value for several reasons. Posts reach 95% of its followers by appearing on their personal news feed. If multiple posts get publish too rapidly it might cause a fan's newsfeed to get cluttered by the messages which is often viewed as annoying and can result into the un-following of the page all together (Moore, J, Social Media Restaurant, 2013).

Simply uploading content for the sake of uploading content isn't a good idea either. It is key to keep fans engaged and interested and therefore have to post content that will speak to their liking. Or as John Moore from Social Media Restaurant puts it: *'Just filling the theater won't do it – you have to put on a successful show to keeps fans coming back.'*

Understanding the platform that is used is important as well in order to get the most out of social media activities. By taking a look at how Facebook operates regarding retrieving statistics we are able to understand the key aspects that are important to a social media campaign.

Many might think that the amount of fans of a page is what defines success. Although it never hurts to have a large amount of fans it is not the key factor that decides success. A successful social media campaign is often defined by the relationship that is established with the customers.

An effective way to see how posts are being received can be measured by the page analytics that Facebook provides. These analytics show how many people saw the posts and how many people interacted with these posts. (Moore, J, Social Media Restaurant, 2013).

Facebook page analytics tell you the productivity of your posts through four statistics: (Moore, J, Social Media Restaurant, 2013).

Reach – the number of people that actually see your post

Engaged Users – the number of people clicking anywhere on your post

Talking About This – the number of people sharing, liking, or commenting on your post

Virality – the number of people who have created a story from your post as a percentage of the number of people who have seen it

Facebook categorizes the importance of posts through a system called ‘Edgerank’. The more importance ‘Edgerank’ gives to a post the more people will see it. Edgerank bases its findings on three factors: Affinity, Weight and Time Decay.

Affinity – Measures the relationship between the user and the creator of the story. In the case of a fan page it means the more a fan has interacted with your page in the past the more likely they are to see it in the future.

Weight – Different types of posts carry different weights. For instance – posting a photo is more valuable than a simple text comment, a fan commenting is more valuable than someone simply liking your page. Rule of thumb is if something takes longer to accomplish it registers more weight. The higher the weight, the higher the score.

Time Decay – As a post ages it continually loses value

There are tips and tricks to enable a post to rank well with ‘Edgerank’. Being visual, engaging, brief and relevant are all aspects that are very important to a good Facebook rating and are aspects that fans appreciate as well.

(Moore, J, Social Media Restaurant, 2013).

Keeping posts brief is another tip that can be useful to many using social media. As a 60% increase of likes and comments is seen with posts that have between 100 and 250 characters. Also be relevant into what you post. Fans follow pages because they are interested in the particular service, brand or product so it is wise to stay close to these topics. (Moore, J, Social Media Restaurant, 2013).

2.4.3 Trends: The importance of being Mobile

When planning a social media campaign it is important to know what the next couple of years will bring regarding trends and technology. One of most important trend for the next few years is the shift to mobile Internet. It is expected that in 2014 the numbers of users accessing the Internet through a mobile device will overtake the number of users accessing the Internet from a PC or laptop. (The Economist, 2012)

It is believed that 30% of all restaurant related traffic already comes from mobile devices and will continue to grow during the next years to come (Moore, J, Social Media Restaurant, 2013). It is also proven that social media is being accessed through mobile Internet is increasing in a staggering rate. 72,2 million Americans accessed social networking sites or blogs on their mobile device in August of 2011, which is an increase of 37% over the year before. (Comscore, 2011)

When looking at these numbers it is crucial to take into consideration that the social media as well as other online activities of an organization have to be set up for mobile consumption. By not succeeding to have online activities be consumed through mobile devices a company can miss out dramatically on what it sets out to achieve.

2.5. Defining Peterborough



Peterborough will be the future home of Waves and in order for Waves to decide if social media is the right marketing approach it has to know the cities geography to place certain information in the right perspective.

Peterborough is Ontario's 15th largest city with a population of 122, 400 (Statistics Canada, 2012). The city sits on the bank of the Otonabee River and is nestled between a popular tourist destination: The Kawartha Lakes. Situated just 125 kilometers northeast from the bustling metropolis of Toronto and fairly close to the American border Peterborough functions as the gateway to 'cottage country'. People from all over North America come to the Kawartha's to enjoy their vacation on the lakes and the nature that this area has to offer.

Peterborough is not just a holiday gateway town as the 122,400 inhabitants live in the city year-round. The Peterborough area has a strong economy as the city houses some large corporations such as: General Electronics, PepsiCo Foods (Quaker), Minute Maid & Siemens Miltronics, just to name a few. Peterborough sits within an 800 km radius of roughly 60% of Canada's population as well as 40% of the entire population of the United States. (City of Peterborough, 2013) Peterborough is also home to Trent University and Fleming College with a combined enrolment of over 24,000 students. (Trent University & Fleming College, 2013)

2.5.1. Citizen Demographics

When taking a closer look into the citizen demographics of Peterborough I am only able to find accurate, detailed information through the Statistic Canada's 2011 Census. The 2011 population statistics slightly vary from the most up to date statistics that can be found at the start of this subchapter. In order to place the following statistics into the right perspective it is important to know that the following information is based on a total population of 118,975 as it was in 2011 instead of the 122,400 citizens that lived in Peterborough in 2012.

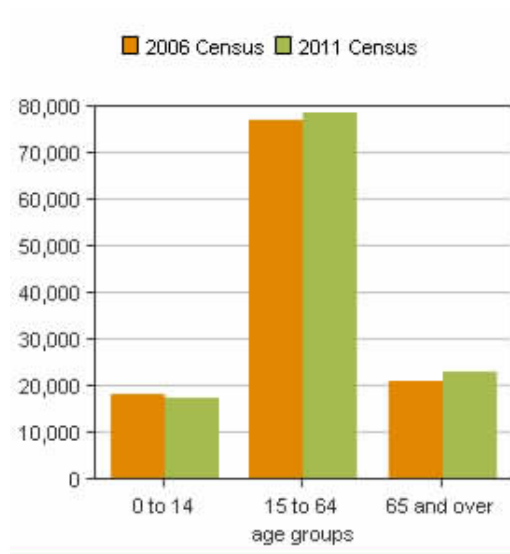


Figure: 2.9 Peterborough age distribution (Statistics Canada, 2011)

Figure 2.9 shows that the majority of the citizens in Peterborough are between the age of 15 and 64. When comparing the 2011 Census statistics with the orange colored 2006 Census statistics a conclusion can be made that the city has aged over the last five years. The number of children has declined as the number of seniors went up.

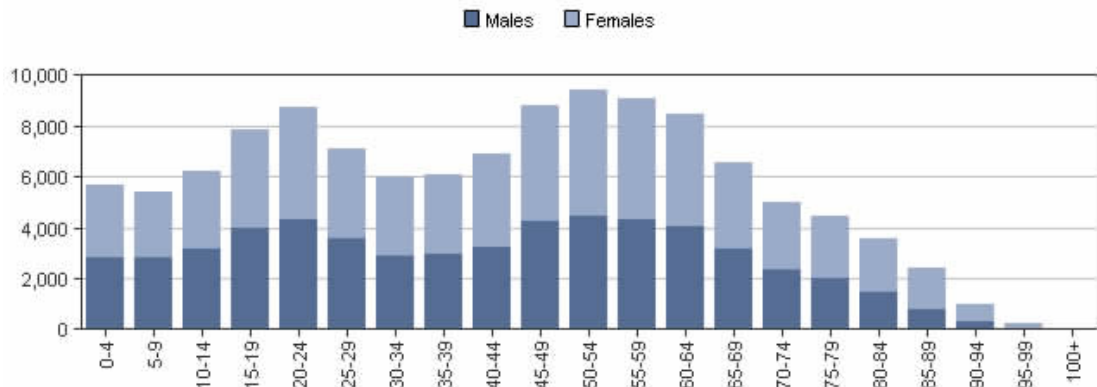


Figure: 2.10 Peterborough age distribution (Statistics Canada, 2011)

Figure 2.10 elaborates on these statistics and reveal how the age groups are divided. There seems to be two strong age populations in Peterborough between the ages of 15 and 24 and between the ages of 45 to 64.

As Canada is a bilingual country with the official languages of both English and French it is important to understand how these languages are used in the community. The statistics shown in Figure 2.11 reveal that English is by far the dominant language used in Peterborough. This is important information while creating a communication plan.

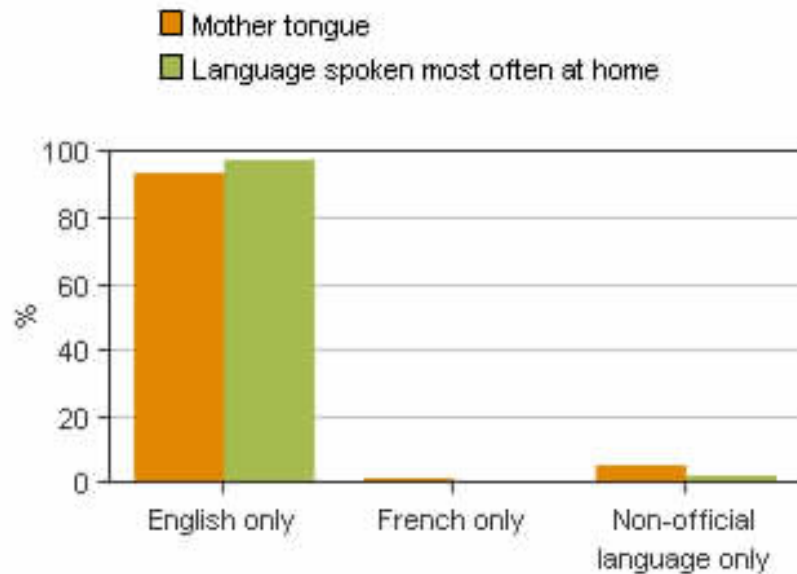


Figure: 2.11 Peterborough age distribution by broad age groups and sex
(Statistics Canada, 2011)

In this case, Waves will most likely communicate in English only due to the staggering rate of English only speakers versus the use of French in the community. If Waves would ever decide to branch out to different parts of Canada it will need to review its language policy to find out if there is a need to include French.

2.6. Canadian Social Media Usage

Creating an advice for Waves would be insufficient without understanding how social media is being used in Canada. During this sub-chapter I will research how many Canadians are using social media as well as how they use it and which social media they prefer.

In 2012 there were 27,4 million Canadians online which spend an average of 17,2 hours a week surfing the web. Canadians watch 1 hour per day of online videos and 93% of the people use the Internet to look for product information.

(Google Presentations, 6S Marketing)

The 27,4 million Canadians that are online make up for 80% of the population and the impressive numbers don't stop here. Canadians have embraced the mobility of the Internet and are using this to their advantage. Up to 70% of Canadians use mobile devices to access the Internet and are doing this quite actively (Stryve Group, 2012):

- 77% of Canadians use their mobile device to access Internet in stores
- 77% of Canadians use their mobile device to access Internet in the workplace
- 72% of Canadians use their mobile device to access Internet in restaurants
- 56% of Canadians use their mobile device to access Internet in airports
- 64% of all Canadians have a social media profile

These numbers indicate the importance for a mobile friendly social media campaign. The combination of the fact that 72% of all Canadians access the internet while being in restaurants while 64% of the population has a social media profile is uplifting for restaurant owners that are engaged in a social media campaign as it sets the foundation of for potential online interaction.

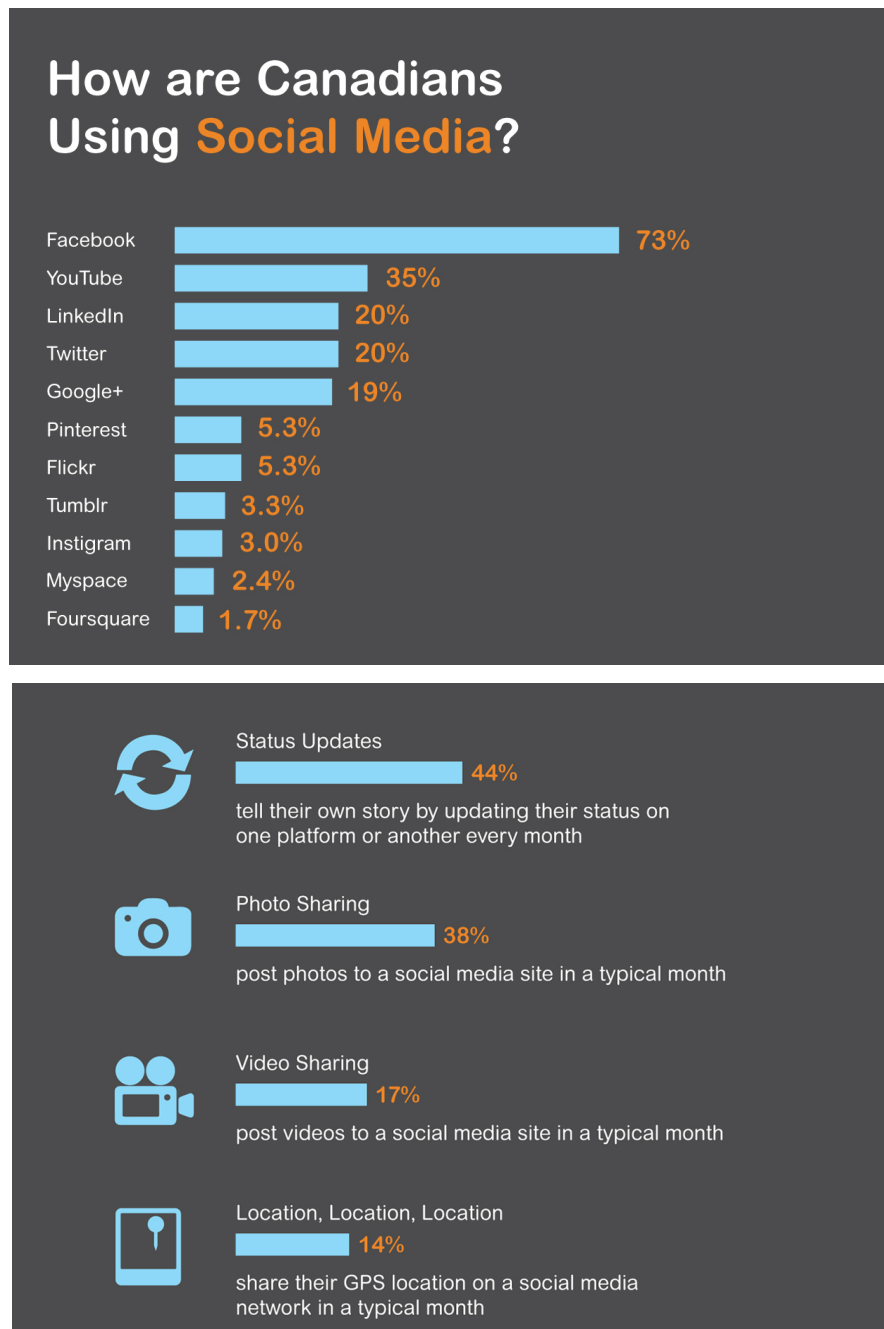


Figure 2.12 How Canadians are using social media (Stryve Group, 2012):

Figure 2.12 reveals that Facebook is by far the most popular social media platform in Canada followed by YouTube, Twitter and Linked In. Canadians are actively posting status updates as well as sharing photos. Roughly 14% of the population shares their GPS location which can be valuable information to understand the possible reach of social media platforms such as Foursquare.

2.7 Social Media Strategies

Every successful marketing campaign needs a strategy and the same goes for a social media campaign. Understanding how social media strategies are developed can help a restaurant identify key focus points early on and build their campaign around these.

The 2012 Social Media Marketing Industry Report states that there are 10 questions that can be asked when thinking about a social media strategy. These ten questions provide a good overview of what to think about while creating a strategy.

1. How do I measure the effect of social media marketing on my business?
2. How do I find my target audience with social media?
3. What are the best ways to engage my audience?
4. How do I sell with social media?
5. How should I best use my time to maximize my social media results?
6. How do I create a social media strategy?
7. What social media tactics are the most effective?
8. What are the best social media management tools?
9. How do I use the different social media platforms?
10. How do I select the right social platform for my business?

2.7.1 Set Out Your Social Media Strategy

Although every social media strategy requires a different approach, a certain guideline can still be followed. According to Salesforce Marketingcloud there are six steps to follow while creating a social media strategy. By abiding to these six steps an organization will be able to define its own strategy. (Salesforce Marketingcloud, 2012).

1. Set Goals and Objectives

There are many various reasons an organization would want to create a social media campaign. Whether an organization is looking to increase sales, raise awareness, create dialogue or simply just want a larger online presence.

It is important however to think about the goals and objectives that will determine the success for any individual campaign. Goals can either be set for the long term as well as short term but it is important to be realistic in what is set out to be achieved.

A good tool to help an organization to set its goals and objectives is the **SMART** formula.

Specific: State clearly what objective you want to achieve. Avoid keeping the topic too broad such as I want to increase my sales, but state how you will achieve your increase in sales.

Measurable: In order to find out if you met your goals and objectives your campaign has to be measurable. Make sure you check the results of your campaign and compare the outcome with what you had in mind at the beginning.

Achievable: Be realistic in the goals that you set. By setting achievable goals you set your campaign up to be success instead of disappointment.

Realistic: Be realistic in what you are working with. How many resources can you spare to work on this campaign and how many hours in a week can be spend on social media.

Timed: To make your goals and objectives feasible and tangible you have to set a certain timeframe for them. You know in what timeframe objectives need to be accomplished which will help you stay on top of the campaign in an organized manner.

2. Determine your metrics

In other words, how can the success of the campaign be measured?

First and foremost an organization should measure what matters most. A good advice that Salesforce gives is to tie your metrics to your business goals. The business goals will show what is important to the company and these will be the goals that should most likely be measured.

If a business goal is to increase consumer satisfaction then the organization should measure Positive sentiment around the company and brand for example.

3. Determine your audience and update your personas

Organizations are going to have an audience when they indulge in a social media presence. It is important to identify this audience and find out who they are and what they want. In this audience you can find customers, potential customers, haters, advocates, etcetera.

By identifying the audience an organization knows who is consuming the content and can use this to its advantage. It is important to keep in mind for what reason you are using social media as the organization communicates with its audience to broadcast the message that they would like to be heard.

4. Discover the right platform

Earlier in this thesis I listed some of the more popular social media platforms that are out there today.

According to Salesforce, it is extremely important that the organization interacts with its audience through the right platforms. Find out what social media sites your customers are active on and connect with them through there.

You might create a Facebook or Twitter account because you assume that since these are the two most popular social media sites out there but what if the majority of your customer base is active on Instagram or Foursquare and never come across your content? Organizations should always monitor its costumers, inquire with them and they will be one step closer to a successful marketing campaign through social media.

5. Gather Resources and determine roles

The organization has to make sure that they divide the roles and tasks clearly between their social media marketing team. No matter what size the department is that oversees the social media activities, people need to know their roles and take responsibility.

While people can take on more then one task make sure to keep them close to their specialty and make sure that there is somebody overseeing the process and bare the main responsibility. This will give structure and allows a company to use its resources efficiently.

6. Create Content

The last step to a successful social media strategy is what will make or break a campaign: creating content. The content will be what will link an organization to its audience and will carry the message that is created based on earlier set goals and objectives.

Content can come in many forms and every different platform demands a different variation of content. Content can be in the form of text, images, video, links, geotags

2.8 Measuring Social Media

‘The reason social media is so much more effective than the conventional marketing that we have done over the last 6000 years is that it is two-way communication, not pontification’ - (Lon Safko, 2010).

According to the Social Media Marketing Industry Report 2012, 83% of marketing professionals find social media important for their business (Social Media Examiner, 2012). According to this same research the top three benefits of social media marketing are the fact that social media marketing generates more business exposure as well as an increase in traffic and it provides market place insight.

Companies often measure the success of their marketing campaigns. Are they getting returns on their investments, is their marketing strategy working? These are all questions that are correlated with the implementation of a campaign. I want to know whether this is also common during social media campaigns and if so, how can the success of a social media campaign be determined.

Measuring the Return On Investment (ROI) of a campaign is an important part of marketing. When applying social media to the marketing mix it is natural to want to measure its success. The one-problem practitioners found with measuring the ROI for social media is that social media plays by a completely different set of rules than traditional marketing and advertising.

‘The discussion of ROI has focused mostly on the search for the holy grail of a metric, but adapting traditional metrics to fit social media would be akin to sticking a square peg in a round hole.’ – David Alston (Alston, D. Marketing Profs, 2009)

This quote is a good starting point to indicate where the problem lies. Marketers are desperately trying to measure the metrics of social media yet cannot come to terms with how that should be done. One of the problems is that marketers tend to be inclined to measure quantitative metrics yet social media often requires to be measured on qualitative metrics. (Fisher, T, 2009)

Deloitte's view on measuring social media was listed in one of their CIO journals. According to Deloitte companies often view social media as a financial investment that can be measured on its return by looking at metrics such as page views, engagement and positive sentiment. According to Deloitte this type of measuring is harder then it looks, as there are many factors involved that make up the strength of a social media campaign. (Heuer, C. Deloitte, 2012)

Deloitte believes that many organizations fail to recognize that the traditional marketing measuring paradigm has changed. To measure the value of social media it is important to look at the non-monetary value. Chris Heuer from Deloitte explains it as followed:

'Just as money flows through the economy, so too does information. For example, the stream of customer opinions expressed on popular social media sites about a product or service represents a flow of knowledge that can be extremely influential. Likewise, movements of data, labor, capital, and even customers' attention represent flows within the business system. These flows take place not only between the company and its customers, but among participants in the more broadly defined market. Participants may include former employees, families of employees, the general public, competitors, and even former customers.' – Chris Heuer, Deloitte

What Heuer is saying is that companies should not solely look at the bottom line when measuring a social media campaign as there are so many other aspects involved that can make up why a certain social media campaign is successful.

Organizations should be aware of the influence that a customer's experience can have on both the customer and their networks. These experiences can be shared with their personal network as well as the masses. Their experiences can be either positive or negative but it is important to be aware of what they may represent. Deloitte suggests that companies should focus on creating positive relationships with their customers to impact the success of their social media activities.

Deloitte describes these as R.E.A.L relationships. Reciprocal, Empathetic, Authentic, and Long-lasting. The aim of these R.E.A.L relationships is to focus on Market Engagement in order to create a shared value instead of regular marketing, which focuses purely on driving sales.

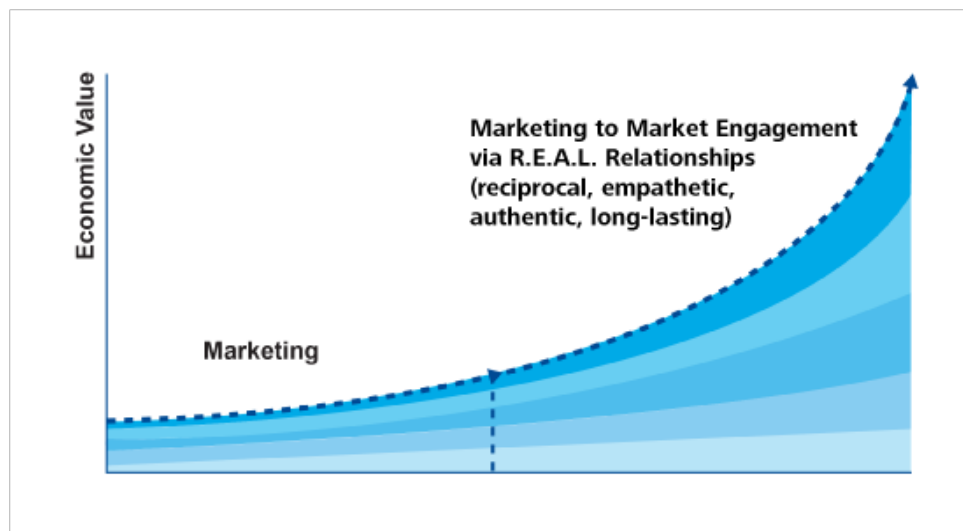


Figure 2.13: The Engagement Curve (Deloitte, 2012)

Figure 2.13 shows the impact of R.E.A.L relationships. The stronger the R.E.A.L relationship, the higher the economic value.

A study completed by the Altimeter Group shows that this theory is valid. The research studied the engagement through social media channels by the 100 most valuable brands according to the 2008 Business Week/ Interbrand Best Global Brands Ranking. These 100 brands were grouped in four different categories based on their depth and breadth.

After studying the financial performance of these brands it proved that the group ranked highest based on their consumer engagement found a financial grow of 18% on average where as the group classified to have the lowest consumer engagement saw an average decline of 6% in revenue over a one-year period. The top 3 companies ranked in the highest consumer engagement group are: Starbucks, Dell & Ebay.

The Altimeter group notes that they are not claiming a casual relationship but state that a clear correlation and connection between consumer engagement and profit is found.

(Li, C. Altimeter Group, 2009)

Chapter 3. Problem Definition

We have talked about a lot of different variables regarding social media marketing. Did all of this information provide answers to all of the sub-questions? No, not just quite yet.

The central research question of this dissertation is: **Can social media be used as a marketing tool for a restaurant?** The findings in this research are used to provide an answer to the advisory question: **Is social media a good marketing tool for Waves?** and: **How can Waves create an effective social media campaign as a marketing tool?**

In order to provide answers to the central research questions I had to research a lot of different variables. I created the following Sub-questions to help me gain valuable information that enables me to offer a weighted advice:

1. What is social media?
2. Who is using social media?
3. What is the added value of social media as a marketing tool?
4. How can a restaurant use social media?
5. How effective is social media for a restaurant?
6. How do other restaurants use social media?
7. Why should Waves use social media?
8. How will social media benefit Waves?
9. Who is the target audience for Waves her social media campaign?
10. How can Waves stand out in her social media campaign?
11. Are competitors using social media and how?
12. Should Waves only use social media as advertising or to create dialogue with customers?

Throughout the theoretical framework I have found answers for sub-questions 1 through 7. In order to find answers for sub-questions 8 through 12, I have to conduct further research. In the next chapter Methodology, I will elaborate on this research.

Chapter 4. Methodology

To find an answer to the research questions I first have to find information to answer the remaining questions of the initial 12 sub-questions. At this stage in the dissertation 5 questions remain unanswered:

8. How will social media benefit Waves?
9. Who is the target audience for a Waves social media campaign?
10. How can Waves stand out in her social media campaign?
11. Are competitors using social media and how?
12. What social media platforms should Waves use in her social media plan?

These sub questions are all specifically related to Waves and therefore require more tailor-made answers. In order to answer these questions the research will focus on how potential customers as well as the competition of Waves are using social media. By understanding how these two variables are using social media I am able to gather the information required to answer sub-questions 8 through 12.

When researching the social media use of potential customers it is important to understand who exactly the potential customers are. By talking to Waves founder Shannon Crary I am able to understand who the potential customers of Waves are.

By researching the use of social media (or lack there of) of the competition of Waves I hope to gain an understanding about the current social media landscape amongst restaurants in Peterborough. This should provide me with insight of potential trends as well as opportunities to excel from the competition. The combination of these two variables should answer the remaining sub-questions.

As Waves will open in Peterborough, Ontario I will base my research on the competition in this city. This chapter will be broken up in two sub-chapters: **Retrieving Data** and **Analyzing Data**. In both of these sub-chapters I will list how I gathered my information and how I analyzed this information to come to my conclusions.

4.1 Retrieving Data

4.1.1 Creating the List of Competition

To assess the competition of Waves I had to start by gathering a list of all restaurants in Peterborough, Ontario. To obtain this information I accessed information from the Peterborough Chamber of Commerce and the Peterborough Yellow Pages and wrote the names of the restaurants down manually as there was no website available to provide this service. I ended up with a list of 218 restaurants.

4.1.2 Narrowing Down the List

When categorizing the competition for Waves I looked at the total of 218 restaurants listed in Peterborough. Although these 218 establishments are classified restaurants they are not per definition competition of Waves and therefore I have to narrow down the list.

Waves operates as a sit down and take-away restaurant that will be opened daily from 8:00 – 18:00. Waves focuses mainly on breakfasts, smoothies and lunches and will not serve alcoholic beverages. Waves will have a typical coffee shop vibe where people go to enjoy their meals in an environment where it is inviting to sit for longer then 30 minutes and up to a couple of hours. As Waves is a restaurant that focuses on the morning and afternoon it will not be competing with some restaurants that only open in the late afternoon throughout the evening, restaurants that do, do not qualify as competition.

As Waves is a proper restaurant I did not qualify fast-food restaurants as competition. This means that fast-food chains such as McDonalds, Boston Pizza, Tim Horton's, Burger King, Subway, Pizza Pizza and KFC are not viewed as competitors. Restaurants that only focus on catering are also not seen as competition.

After I went through the list of 218 restaurants, 91 restaurants remained that classified as potential competitors of Waves. (See appendix B for a full list of the 91 restaurants)

4.1.3 Collecting Websites & Social Media Accounts

To start assessing how the competition of Waves is using social media I looked at what social media these 91 restaurants are using. I conducted a desk research on the 91 restaurants by searching their online presence on Google, Facebook and Twitter.

I searched for online presence in the following categories:

- Website
- Facebook
- Twitter
- Google+
- Instagram
- Foursquare
- Pinterest
- Yelp
- Trip Advisor

4.2 Analyzing Content Data

To analyze the content data I focused on the most popular platforms, which appeared in my findings. As Yelp and Trip Advisor activity is always a standard page where the visitors are in control of content I did not analyze the pages but just noted if a restaurant is active on Yelp or Trip Advisor.

As I don't have valuable software programs to my disposal to help analyze the content I had to analyze the content manually and observe first handedly how the various restaurants are using social media. In my analysis I looked at various aspects such as number of fans/followers, rate of updates, posts or tweets, customer interaction and use of tone to discover how competitors are using social media and how they interact with their following.

Chapter 5. Results

The previous chapter explained how the data was retrieved and analyzed as well as what would be researched. During this chapter I will elaborate on this and show the outcome of this research.

5.1.1. Who are the Potential Customers of Waves

In a discussion with Waves founder, Shannon Crary, I was able to retrieve information regarding the potential customers of Waves. Crary describes the Waves potential customer as followed:

A typical Waves customer is between the age of 18 and 45 and tends to have an interest in a healthy lifestyle. The customer can be both male as female and can be described as fun loving, open minded and trendy. Due to the hip and modern vibe in Waves the majority of the customer base is expected to be between the age of 18 and 45 and uses the Internet and social media on a daily basis. The customer will most likely live in Peterborough, Ontario or within a 30-kilometer radius, as Peterborough functions as a hub for many surrounding communities.

By understanding the target audience I am able to pinpoint my research to obtain the right information.

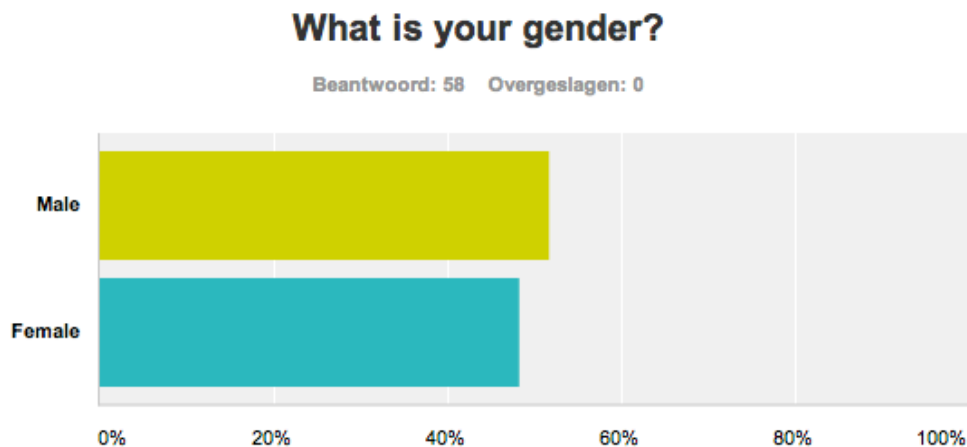


5.1.2 How do Potential Customers Use Social Media in Relation to Restaurants

I conducted a survey amongst 58 participants that live in Peterborough and match the profile sketched for a potential Waves customer. The object of this survey was to learn about their social media behavior and to learn about their views on restaurants using social media. By asking them 10 question related to social media and restaurants I retrieved information that will display their view of online interaction with restaurants on social media

Results:

1.

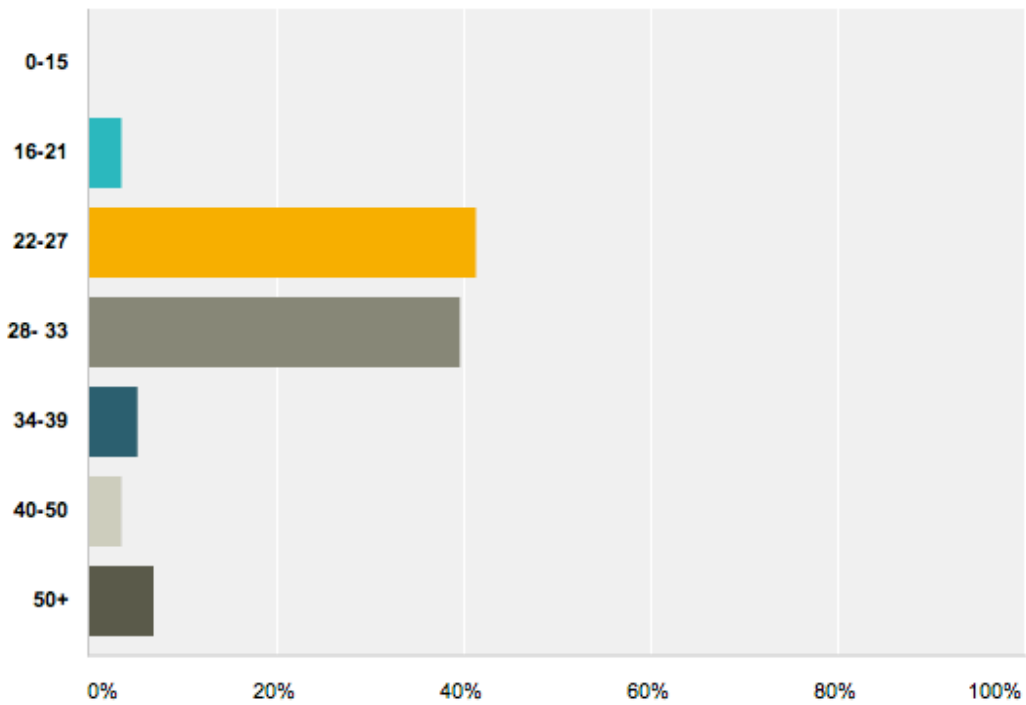


| Antwoordkeuzen | Reacties | |
|--------------------------------|----------|----|
| Male | 51,72% | 30 |
| Female | 48,28% | 28 |
| Totale aantal respondenten: 58 | | |

2.

What is your age?

Beantwoord: 58 Overgeslagen: 0

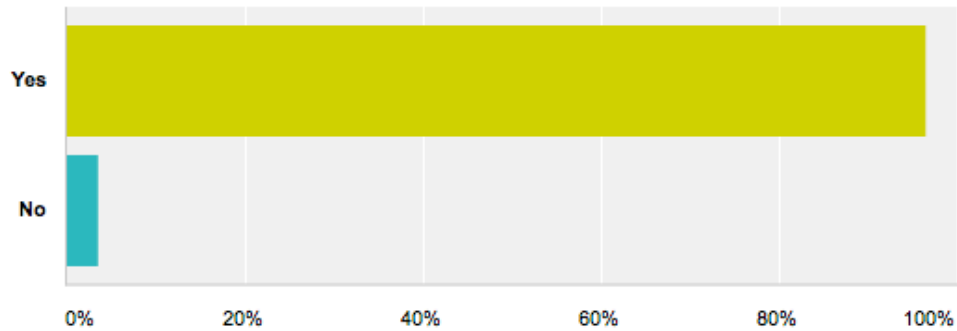


| Antwoordkeuzen | Reacties | |
|--------------------------------|----------|----|
| 0-15 | 0% | 0 |
| 16-21 | 3,45% | 2 |
| 22-27 | 41,38% | 24 |
| 28- 33 | 39,66% | 23 |
| 34-39 | 5,17% | 3 |
| 40-50 | 3,45% | 2 |
| 50+ | 6,90% | 4 |
| Totale aantal respondenten: 58 | | |

3.

Do you use social media?

Beantwoord: 57 Overgeslagen: 1

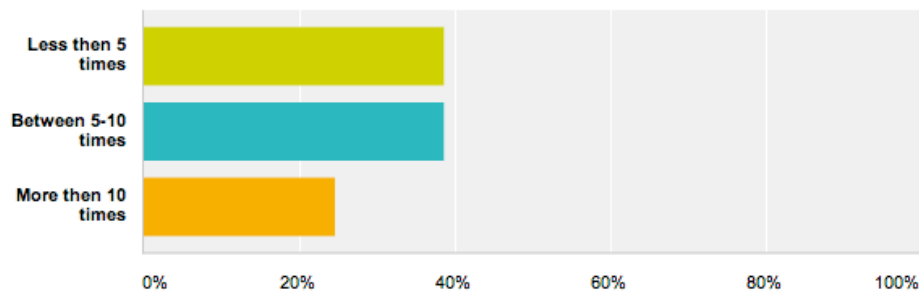


| Antwoordkeuzen | Reacties |
|--------------------------------|-----------|
| Yes | 96,49% 55 |
| No | 3,51% 2 |
| Totale aantal respondenten: 57 | |

4.

How often do you eat at a restaurant on a monthly basis?

Beantwoord: 57 Overgeslagen: 1

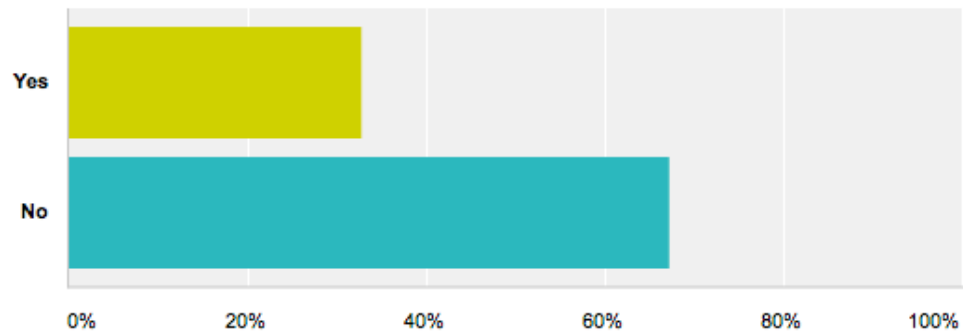


| Antwoordkeuzen | Reacties |
|--------------------------------|-----------|
| Less than 5 times | 38,60% 22 |
| Between 5-10 times | 38,60% 22 |
| More than 10 times | 24,56% 14 |
| Totale aantal respondenten: 57 | |

5.

Do you follow any restaurants on social media?

Beantwoord: 58 Overgeslagen: 0

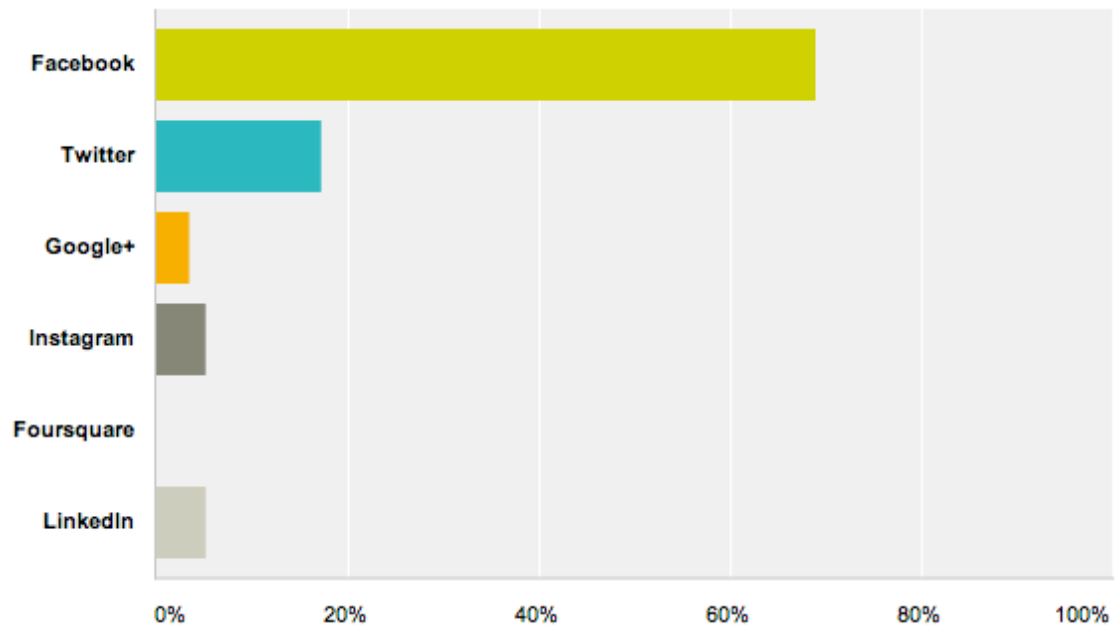


| Antwoordkeuzen | Reacties | |
|--------------------------------|----------|----|
| Yes | 32,76% | 19 |
| No | 67,24% | 39 |
| Totale aantal respondenten: 58 | | |

6.

What is your favorite social media platform?

Beantwoord: 58 Overgeslagen: 0

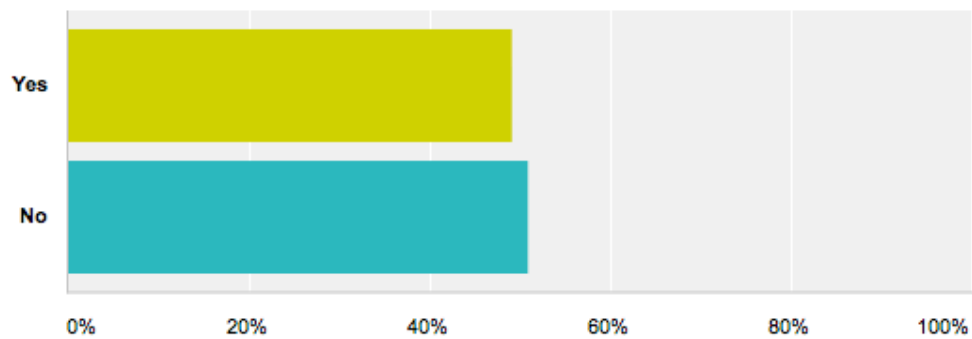


| Antwoordkeuzes | Reacties | |
|----------------|----------|----|
| Facebook | 68,97% | 40 |
| Twitter | 17,24% | 10 |
| Google+ | 3,45% | 2 |
| Instagram | 5,17% | 3 |
| Foursquare | 0% | 0 |
| LinkedIn | 5,17% | 3 |
| Totaal | | 58 |

7.

Do you find it important for a restaurant to be on social media?

Beantwoord: 57 Overgeslagen: 1

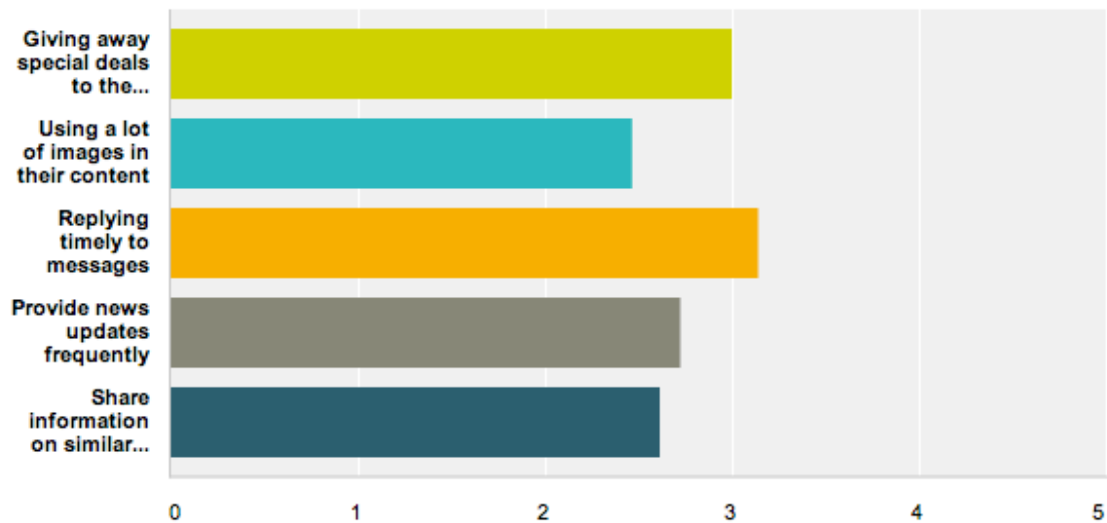


| Antwoordkeuzes | Reacties |
|----------------|-----------|
| Yes | 49,12% 28 |
| No | 50,88% 29 |
| Totaal | 57 |

8.

When a restaurant uses social media, what do you find important for the restaurant to be doing? Rank which you find important from 1 (not important) to 4 (very important)

Beantwoord: 58 Overgeslagen: 0



| | 1 | 2 | 3 | 4 | Totaal | Gemiddelde waardering |
|---|--------------|--------------|--------------|--------------|--------|-----------------------|
| Giving away special deals to the followers | 12,07% 7 | 13,79% 8 | 36,21% 21 | 37,93% 22 | 58 | 3,00 |
| Using a lot of images in their content | 20,69% 12 | 25,86% 15 | 39,66% 23 | 13,79% 8 | 58 | 2,47 |
| Replying timely to messages | 10,53% 6 | 14,04% 8 | 26,32% 15 | 49,12% 28 | 57 | 3,14 |
| Provide news updates frequently | 12,07% 7 | 20,69% 12 | 50% 29 | 17,24% 10 | 58 | 2,72 |
| Share information on similar interests (ex: recipes, new ideas) | 14,04% 8 | 31,58% 18 | 33,33% 19 | 21,05% 12 | 57 | 2,61 |

9. Do you base your choice of restaurant of online reviews by other customers?

Question 9 is an open question and gathered 56 responses. As question 9 is an open question I have arranged the answer in the following categories:

Absolutely: 4

Often: 16

Sometimes: 21

Never: 15

Please find the complete answer list in the Appendix A

10. Do you feel more connected with an organization by being linked with them through social media? Briefly describe

Question 10 is an open question and gathered 52 responses. As question 10 is an open question I have arranged the answer in the following categories:

Absolutely: 14

Yes, to some extend: 9

It doesn't affect me: 11

Not at all: 18

Please find the complete answer list in Appendix A

Summary

The participants of the survey were quite evenly divided by gender while the majority of participants having an age between 22-33 years old with 55 participants using social media and 2 participants who do not.

49% of the participants find it important for a restaurant to have a social media presence and 32,7% of the participants already follow restaurants on social media.

Facebook is by far the most popular social media platform amongst the participants followed by Twitter and Instagram, which differs slightly from the Canadian standard.

When asked what participants seek for in a restaurant on social media the response was

1. Replying timely to messages
2. Giving away special deals to the followers
3. Provide news updates frequently

When the participants where asked if they base their decision of visiting a restaurant of other customers online reviews 40 replied positive versus 15 responses that do not base their decision of online reviews, this proves the importance of acquiring positive reviews.

When asked: Do you feel more connected with an organization by being linked with them through social media? The participants were quite outspoken ranging from very positive to very negative. The overall view from the participants is that they do not feel more connected to an organization as they feel like they seek out the companies themselves and follow them for personal reasons. This group of participants does not like to feel targeted by companies trying to sell to them, which is important information for Waves. Keeping in mind to communicate openly and be careful not to push for sales might go a long way while establishing long-term relationships.

5.2.1 How are the Competitors Using Social Media

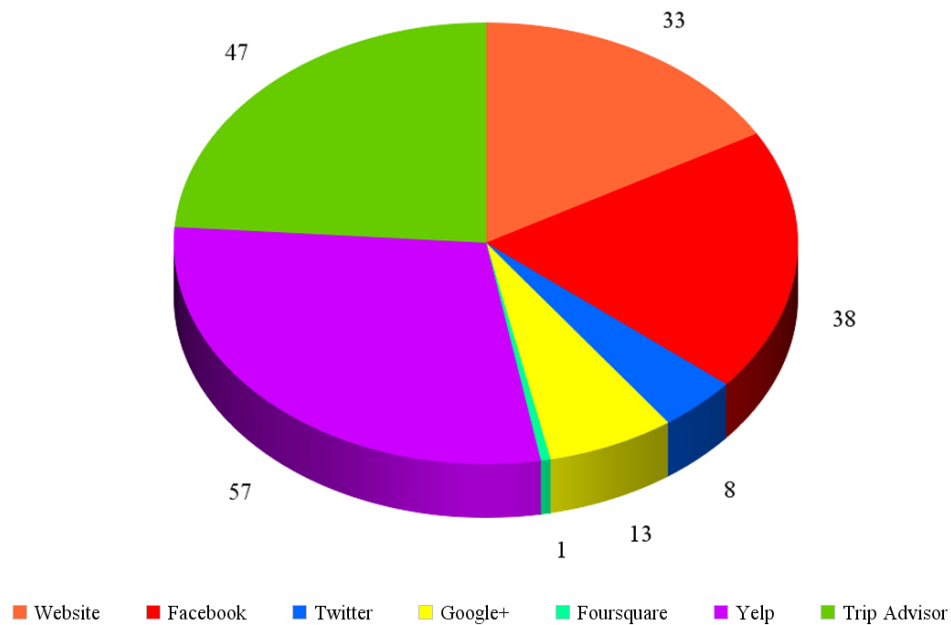
To start assessing how the competition of Waves is using social media I first looked at what social media the 91 restaurants are using. I conducted a desk research on the 91 restaurants by searching their online presence on Google, Facebook and Twitter. I searched for online presence in the following categories: Website, Facebook, Twitter, Google+, Instagram, Foursquare, Pinterest, Yelp and Trip Advisor.

The results of my findings classified: Facebook, Twitter and Google+ as the most popular social media platforms amongst the competitors of Waves thus I focused on these three platforms during my analysis.

There are 38 restaurants active on Facebook, 13 restaurants using Google+ and 8 restaurants using Twitter. As the Twitter and Google+ numbers are low enough I have analyzed all of these accounts. I had to narrow down the Facebook list as 38 restaurants have individual pages on Facebook therefore I selected the top 3 restaurants based on highest number of fans to analyze the Facebook activity.

The following results came forward from the total 91 restaurants:

Competition & Use of Social Media



Website: 33 (2 franchise websites)

Facebook (15 fans and up): 38

Twitter: 8

Google+: 13

Instagram: 0

Foursquare: 1

Pinterest: 0

Yelp: 57

Trip Advisor: 47

The fact that sticks out the most is that roughly only one third of the restaurants have a website. Restaurants that fall under the competition of Waves are more likely to have an online presence through: Yelp, Trip Advisor and Facebook and leave out other social media platforms which have shown to be successful in a social media campaign for restaurants such as Twitter, Instagram and Foursquare. None of the restaurants on the list made use of Pinterest or Instagram in their social media activities where Google+ is mainly used to list their address and telephone number and not much else.

When looking at how the two most popular social network platforms (Facebook & Twitter) are being utilized by these restaurants I noticed various behaviors.

Facebook

When looking at the restaurants using Facebook as a marketing tool I noticed the use of two of the three Web Strategies explained during the Theoretical Framework by Geiger and Martin

Some competitors are using Facebook just to be on Facebook for the sake of it, resulting in a very inactive page with not a lot of traffic. This group tends to acquire a little amount of fans and there is hardly any evidence of interaction. This is the group using the Ornamental Web Presence Strategy, meaning that they feel that it is important to be represented online yet don't have any marketing objectives attached to their online activity.

The restaurants that use Facebook actively do quite well. These restaurants tend to use the Informal Web Presence Strategy, meaning that they place high value in their online activity yet view it to have the same importance as their other marketing channels that are in place.

In order to gather a good understanding of how these restaurants are using social media I analyzed the three restaurants that have highest number of fans. The number of fans to me indicates the popularity of the restaurant and the fact that people are interested in following them, I do not correlate the number of fans with a successful social media campaign per say, as the Theoretical Framework showed there is more to a successful social media campaign than the number of fans alone.

1. St. Veronus – 816 fans

St. Veronus tends to post on Facebook page every few days. They manage to be diverse in the items that they post and balance it out well with news, links, images and videos. St. Veronus is a restaurant and beer pub but focuses mainly on the beer selection on their Facebook page. The page offers a lot of information about these beers from external links, which provides their following with additional information on their product.

The contact details as well as opening hours are easily available and the customer feedback is almost all positive. There is a lot of customer interaction and St. Veronus responds to customer comments in a timely matter and in a friendly way.

2. Natas Café – 607 fans

Natas Café doesn't post on a weekly basis but their posts are often well received. Natas Café posts a lot of photos that display their types of food, coffees, customers and staff. The Facebook page gives a visitor an instant feel of the restaurants vibe. Opening hours and contact information are found easily and the customers tend to check-in frequently with 552 customers having checked in to the café as of today. There is not a lot of communication with the customers yet the overall comments and feedback customers' give is positive.

3. La Hacienda – 543 fans

La Hacienda tends to post once a week. The restaurant strikes a good balance with their posts, ranging from comments, links, photos and videos to current affairs such information on their mothers day activities, for example. La Hacienda responds promptly and personal to customer comments and displays some of their food items through photos. La Hacienda also utilizes the power of promotion and offers gift card vouchers to the first three persons that shared one of their photos and received 100 likes. La Hacienda also gives background information on some typical Mexican style ingredients. They posted a note for example explaining the background of the Avocado, supplying more depth to the page. The overall feedback from customers on the page is very positive.

Twitter

Of the 91 restaurants 8 restaurants are active on Twitter. Below I have summarized their activities.

The Olde Stone Brewery 832 Followers | 626 Tweets

The Olde Stone Brewery tweets daily about a variety of things. The tweets provide news updates, product promotions, interaction with customers and they often re-tweet customers that mention The Olde Stone Brewery in their personal tweets to share this feedback with the rest of their following.

Hot Belly Mama's 836 Followers | 823 Tweets

Hot Belly Mama's focuses a lot on customer interaction and re-tweet a lot of tweets from customers that mention their restaurant experience. Photos of the menu are tweeted and news updates are tweeted in a lighthearted way. Hot Belly Mama's Tweets daily and acquires mainly positive feedback from their customers.

La Hacienda 580 Followers | 377 Tweets

La Hacienda has a lot of customer interaction through twitter and allow followers to make reservations through Twitter indicating the use of Geiger & Martin's Relational Web Presence Strategy meaning their emphasis is placed on great customer relationships and using social media as a tool to enhance the customer experience. Tweets are send daily and often cover the latest news updates. Customers' experiences are often re-tweeted to broadcast to a larger audience.

Roland's Steakhouse 413 Followers | 97 Tweets

Tweets are send bi-weekly and tend to cover news updates or special Twitter deals. Customer experiences are re-tweeted and there are sporadic images found of items on the menu. Overall there is not a lot of interaction found on this Twitter account.

Natas Café 957 Followers | 723 Tweets

Natas café is a lot more active on Twitter than it is on Facebook and Tweets are sent at least daily. A lot of images can be found ranging from the staff, products and atmosphere. There is a lot of Customer interaction and informational re-tweets that might be appealing to their followers. Natas Café also advertises their products throughout Tweets and shares information of topics that may interest their followers non related to the restaurant.

Hi Top 80 Followers | 44 Tweets

Hi Top is very inactive on Twitter and averages around 1 tweet per month. No customer interaction can be found and there is no product promotion through their Twitter account. News updates happen sporadically yet don't reveal a lot of information.

The Montreal House 766 Followers | 144 Tweets

The Montreal House often tweets news updates and special deals that are linked through their Twitter account. There is not a lot of customer interaction although they sometimes re-tweet their customers that mention the Montreal House.

The Night Kitchen 1695 Followers | 1611 Tweets

The Night Kitchen has the most followers amongst Waves' competition and is very active on Twitter. There is a lot of customer interaction and re-tweets can be found on topics such as their products, information and customer experiences. The Night Kitchen also tweets about job opportunities and places photos of their product yet does not tend to give away special deals to their followers.

Google+

After reviewing the 13 restaurants using Google+, I concluded that they all are very inactive active on Google+ and solely are there to establish a presence. Only basic information such as the restaurant address and phone number can be found with occasionally opening hours. Some pages have gathered consumer experience reviews but no more than 5 reviews could be found on a single page. None of the pages provided detailed information about the restaurant or menu and no images were found.

Summary

After reviewing the 91 restaurants that classified as Waves competition I found that social media can be used successfully in Peterborough. A handful of competing restaurants approach social media actively and are implementing their marketing strategies well when based of the findings throughout the Theoretical Framework. These restaurants use various social media platforms, have high consumer engagement and established a good mix of versatile content to post.

The majority of the competition approaches their social media campaign with the ornamental web presence strategy however. This results in inactive campaigns drawing not a lot of attention and interaction.

What stood out to me most is that only one out of three restaurants have a website while the Theoretical Framework showed us the importance of a well thought out website. Although 57 restaurants have a profile on Yelp while 47 restaurants are active on Trip Advisor.

Chapter 6. Conclusion & Advice

This dissertation was written to research if social media could be beneficial to a restaurant's marketing campaign. Throughout this document many various aspects of social media, marketing and the restaurant industry have passed by and provided helpful insights on how social media functions and is perceived by its users.

In this final chapter I will draw my conclusions from the findings of the Theoretical framework as well as my own research in order to answer the central research question:

Can social media be used as a marketing tool for a restaurant?

I will then continue to state my advice to Waves by answering: **Is social media a good marketing tool for Waves?** as well as **How can Waves create an effective social media campaign as a marketing tool?**

6.1 Conclusion

I created 12 sub-questions to guide me to these answers. The Theoretical Framework answered the first seven questions and chapter 4 and 5 provided answers for questions 8 through 12.

Throughout the Theoretical Framework it becomes clear that social media is used by billions of people all over the world. For this dissertation I focused specifically on the Canadian use of social media. Research showed that 80% of Canadians are using the Internet (27,4 million people) and 64% of the population is active on social media. These are pretty impressive numbers if you consider how fairly new many of the social network platforms are. Not only are Canadians active on social media they are also embracing mobile Internet, which is exactly where the trend of the near future is heading.

Companies have discovered the power of social media as well. Social media is starting to play a big role in a lot of marketing campaigns and the large majority of companies agree that a social media presence has a lot of value to a company. The ability to communicate in a two way model with the customer is perceived as highly valuable by both the company and the consumer. Social media plays an important role in customer relations, which offers a company a wide variety of benefits.

When viewing social media as a marketing tool it is understandable to want to measure the success of a campaign. Measuring the success of a social media remains the Holy Grail for marketers, as it proves very difficult. The main consensus is that social media is very valuable for any organization due to an abundance of reasons but to measure the return on investment remains a grey area for now. The reason for this is that social media does not immediately impact sales or the bottom line yet plays an important role in the long term based mainly around the fact that it influences customer relationships.

Restaurants, just like many other organizations, have found their way to social media. When looking at the opportunities that various social media platforms provide for restaurant as well as reviewing best practice case studies it shows that social media lends itself perfectly for the restaurant industry. Restaurants can embrace social media to portray their atmosphere and products as well as provide information or share interesting links or stories with its following while creating dialogue with its customer base.

Websites such as Yelp and Trip Advisor prove that customers value reading recommendations and experiences from previous customers before visiting a restaurant. Customer recommendations are extremely important but take the power out of the hand of the restaurant owner. It is important to deal with these reviews (negative and positive) in an appropriate matter as this can influence overall perception.

When a restaurant starts a social media campaign it needs to understand what platforms are available and what platforms their target audience is using. Research shows that Facebook, Twitter, Instagram, Foursquare, YouTube and Pinterest all are very suitable platforms for a restaurant to be active on. In Canada Facebook is by far the most popular social media networked followed by YouTube, LinkedIn, Twitter, Google+, Pinterest, Flickr, Tumblr, Instagram, Myspace and Foursquare yet popularity should not be the only factor that decides whether to proceed in using a certain platform. Social Media platforms with less users can still play a very important role as a marketing tool as they serve their unique purpose which allows for more pinpointed marketing.

I conducted a research amongst potential customers of Waves that showed that Facebook is the most favored social media platform, followed by Twitter and Instagram for this target group. This study also revealed that 49% of the participants believe that it is important for a restaurant to be active on social media while 32,7% actually follows restaurants on social media. When participants were asked what they find most important in a social media campaign the response was: Responding timely to messages, giving away special deals to its followers and providing news updates frequently.

When the participants were asked the question if they base their choice of restaurant of online reviews by other customers: 41 responses were positive and only 15 negative, illustrating the importance of gathering positive reviews.

When the participants were asked the question if they feel more connected with an organization by being linked through social media 23 responses were positive and 29 responses were negative illustrating that not every individual is open to establish an online relationship with a brand.

All of this information allows me to provide a positive answer to the question: **Can social media be used as a marketing tool for a restaurant?**

Yes, social media has proven to be a successful marketing tool for restaurants in many various ways. Social media allows for modern, innovative ways to advertise and to establish relationships between brand and customer.

6.2 Advice

6.2.1 My Advice

As Waves will open in the near future it is important to decide if and how to incorporate social media into the marketing mix. During this research I aimed to answer the following two questions in order to provide Waves with an advice.

- Is social media a good marketing tool for Waves?
- How can Waves create an effective social media campaign as a marketing tool?

After studying the outcome of the Theoretical Framework as well as the other conducted research I believe that social media can be very successful as a marketing tool for Waves. Research showed that the 96% of the potential customer base sample is active on social media and at least 49% of the sample size values a restaurant presence on social media. These numbers indicate that social media is actively consumed by the potential customer of Waves and that roughly half of these people value it important for Waves to have a social media presence. Social media does not have to appeal to every single customer but can be very effective for the customers that do value it.

I would advice Waves to play an active role on social media and free up resources to do it properly. This dissertation showed that the more time, effort and creativity you spend on your social media campaign the better it is received. Customers are aware of companies ‘targeting’ them through social media to boost their sales. Waves will have to create a social media mix that applies to their credo: Fresh, Funky, Fun! to keep their followers interested and engaged.

When researching the competition of Waves it proved that social media is working successfully in Peterborough and that people are actively involved with competitive restaurants on the Internet. Truth of the matter is that the majority of these restaurants only use one or two social media platforms and only a handful of restaurants are using social media effectively and successfully.

By posting fresh, interesting content at least once a day through multiple platforms Waves can generate a strong online presence. Each social media platform has a different purpose therefore I'd suggest to choose the ones that are most suitable for Waves. It is important to use each platform to its own purpose while maintaining the same look and feel.

During this dissertation we learned that customers favor timely communication, special deals and current news updates therefore it would be wise to abide by these needs. Emphasizing the need for R.E.A.L relationships with its followers can be extremely valuable to the good of the company as customer engagement and financial performance are closely related.

6.2.2 Platforms

Through the findings of this dissertation and my conversations with Shannon Crary, I would suggest basing the Waves social media campaign around: Facebook, Twitter and Instagram. Not only are these three the most popular social media networks in Peterborough, they also prove to be very effective for marketing a restaurant and allow for very original and effective campaigns.

Pinterest could also serve as a successful platform to share new ingredients or ideas with the Waves' customer base. By providing customers with healthy lifestyle tips, a restaurant can play the role of an educator. The benefit for Waves is that its name gets promoted when somebody 're-pins' a Waves post. When Pinterest users click on a 'pin' created by Waves it automatically links them to the Waves website of where the content originates from, increasing the traffic flow to the website and thus increasing its brand awareness.

Once these campaigns are up and running it would be interesting to explore the power of Foursquare, YouTube and Google+ but only if there are resources available to manage all of them properly. The Theoretical Framework taught us that it is better to focus on doing a select few well then to do it all ineffectively.

LinkedIn serves a more business orientated purpose and might not serve as an ideal platform to market the company through. LinkedIn could serve as a back office tool however, when the company is looking to hire new staff or investors for example.

As Waves hopes to help people change their eating behavior and live a more healthy lifestyle I would advice Waves to find interesting links or articles or relevant information to share with its followers. I believe that this could be a great asset to providing something extra on top of the services found in the restaurant. This is also an opportunity to create dialogue between Waves and its customers as people might be full of questions where Waves could have the answers to. I advice Waves to be diverse in the type of content it posts as a mix of various content tend to be very well received.

This can be a variation of news updates, images, informational links, videos or special deals just to name a few. Special customer loyalty promotions are perceived very well by the public and can create a lot of good will amongst the Waves customer base.

Instagram is a social media platform that will lend itself perfectly to show of the products and ambiance of the restaurant through photography and could help obtain new customers by using hash tags such as #Peterborough or #Restaurant in their descriptions. When random Instagram users search on Instagram for these hash tags, Waves will appear and instantly target a potential new customer.

A very important tool for Waves to implement will be a website. The value of a good website is shown during this document and can help boost the various social media platforms. This website should follow the guideline mentioned in the Theoretical Framework to get the most out of its existence. The fact that the competition of Waves does not have very good websites in place can help set Waves apart from the competition

I would highly advice to also create a profile on Yelp and Trip Advisor as these two websites attract many potential customers that are looking for new places or looking for recommendations. These websites also provide a platform for customers to share their experiences.

6.2.3 Activity

With all of these various social media platforms in place it will be important to monitor the activity. What are people saying? Are people posting content on the various platforms? Is there positive or negative feedback? These are important things to know, as you want to be in the know of how the public perceives Waves. Monitoring the platforms will need to happen several times a day, as the public demands a timely response.

Promoting Waves will play an important part of the social media campaign. Creating special deals for followers will make them feel appreciated and will bring them into the restaurant. Having an online connection is great of course but in the restaurant is where they will spend their money therefore it is important to give them an incentive to visit Waves.

6.2.4 Evaluate

When everything is up and running it is time to start evaluating the campaigns. Doing an evaluation once a week would be a good starting point. Did the number of followers increase or decrease? Are people sharing your content? Are people checking-in to your pages? Are people talking about you? Are they being positive or negative? Is their attitude shifting from one to the other?

By evaluating weekly you can catch patterns in time. When all of the sudden you are receiving more negative comments then normal you can ask yourself why that may be? Is it something in the restaurant, the quality of food or service? Or is it the way we use social media? Are we posting the wrong things, how is our tone?

Evaluating keeps you on top of the situation and allows you to make changes where needed or give you encouragement when things go positive. Social media moves quickly thus it is important to be on top of the situation at all times.

6.2.5 Summary

After thorough research in the various fields I come to the conclusion that advertising through social media can be highly effective for a starting restaurant. Social media allows for people, businesses and groups to connect and bond on a new level at a relatively low cost. It allows a restaurant to communicate with its customers on a very approachable, fun level and enables a restaurant to offer more to its customers then the products that can be found on the menu alone. Social media is proven to be popular amongst the potential customer base of Waves therefore it is important for Waves to have a social media presence that aligns with the needs of the customer.

It is up to Waves how successful and extensive their social media campaign will be but hopefully after studying this dissertation they are well on their way to becoming Peterborough's most socially engaged restaurant that brings Fresh, Funky, Fun to the world wide web.

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Appendix A

Please visit the following link to view the complete list of answers:

http://nl.surveymonkey.com/analyze/?survey_id=41095809&OPT=NEW

Appendix B

List of 91 restaurants using social Media:

Taste Europe: Yelp

Newdle Bar & Bubble Tea: Website, Facebook, Yelp, Trip Advisor

Brookdale Café: Trip Advisor, Facebook

38 degrees: Website, Facebook, Yelp, Trip Advisor

Joeys only seafood: Franchise website, Yelp Trip Advisor

Starlight Dining Lounge: Yelp

Pasta Plus: Yelp

Saporito: Trip Advisor

Fifties Café: Trip Advisor

El Camino: Facebook, Foursquare, Yelp

The Sapphire Room: Website, Yelp, Facebook

The Speak Easy: Facebook, Trip Advisor, Yelp

Aviemore: Yelp, Trip Advisor

Captains George: Website, Facebook, Trip advisor, Yelp

Wimpy's Diner: Franchise website, Yelp, Trip Advisor

Nicolinis: Trip Advisor, Yelp

Lunch: Yelp

Electric City Gardens: Facebook

Rolands: Website, Facebook, Twitter, Trip Advisor,

Teeny Tiny Tearoom: Trip Advisor, Yelp

Ritz Deli North: Facebook, Yelp, Trip Advisor

Long Island Fish and Chips: Yelp

The Coffee Corner: Yelp

Island Cream Caribbean: Facebook, Yelp

Marty Moo's: Website, Yelp, Trip Advisor, Facebook

Mexicali Rosas: Facebook

Brio Gusto: Website, Facebook, Google+, Yelp, Trip Advisor

Curry Village: Website, Trip Advisor

The Original Greek: Website, Google +, Trip Advisor, Yelp

Sunrise Café: Facebook, Google+, Yelp

Cosmic Charlie's Café: Website, Facebook, Trip Advisor

The Hideaway: Facebook, Yelp, Trip Advisor

Two Fifty Café: Facebook, Trip Advisor, Yelp

La Hacienda: Trip Advisor, Yelp, Website, Facebook, Twitter

Elements: Website, Trip Advisor, Yelp

Hi Tops: Website, Facebook, Twitter, Trip Advisor

The Olde Ice House: Facebook, Yelp, Trip Advisor

Splice: Yelp

Natas Café: Facebook, Twitter, Google+, Yelp

East City Coffee Shop: Yelp

Gators Pita Place: Yelp

Square Plates: Google+, Yelp

Thurston's Diner: Google+, Yelp, Trip Advisor

Dancing Blueberries & Desserts: Website, Facebook, Yelp

Hot Belly Mamas: Website, Facebook, Twitter, Trip Advisor, Yelp

The Olde Stone Brewing: Website, Facebook, Twitter, Yelp, Trip Advisor

Berc's Steakhouse: Website, Trip advisor, Yelp

Kelly's Café: Trip advisor, Yelp, Google+

Carousel Restaurant: Google+, Trip Advisor.

Piccadilly Restaurant: Website

Charlotte Anne's: Website, Facebook, Trip Advisor, Yelp

Van Veen's Coffeeshop: Facebook, Foursquare

Black Honey Café: Website, Yelp, Trip Advisor, Facebook

Monaghan Café: Google+, Yelp,

Shafiq Taste of India: Website, Yelp, Trip Advisor, Facebook

Village of Thai: Website, Yelp, Trip Advisor

Loon HO: Google+, Yelp, Trip Advisor

Shish Kebab Hut: Website, Trip Advisor, Yelp

Riverside Grill: Yelp, Trip Advisor

Panda Palace: Website, Yelp, Trip Advisor

Karma's Café: Website, Trip advisor, Yelp, Facebook

H & J Deli: Yelp

The Blackhorse: Website, Yelp

Maggie's Eatery: Facebook, Google+, Yelp, Trip Advisor

Champs: Website, Facebook, Trip Advisor

St. Veronus: Website, Facebook, Trip Advisor,

Hoshi Japanese Restaurant: Website, Google+, Facebook, Yelp

Only Café Too: Trip Advisor, Yelp

Starbucks: Franchise website, Yelp

Yees Garden Chinese Food: Facebook, Google+, Yelp,

The Night Kitchen: Website, Facebook, Trip Advisor, Yelp, Twitter

The Montreal House: Website, Twitter, Facebook

Matsu Sushi: Website, Yelp, Trip Advisor, Facebook

Gerti's: Website, Tripadvisor, Facebook