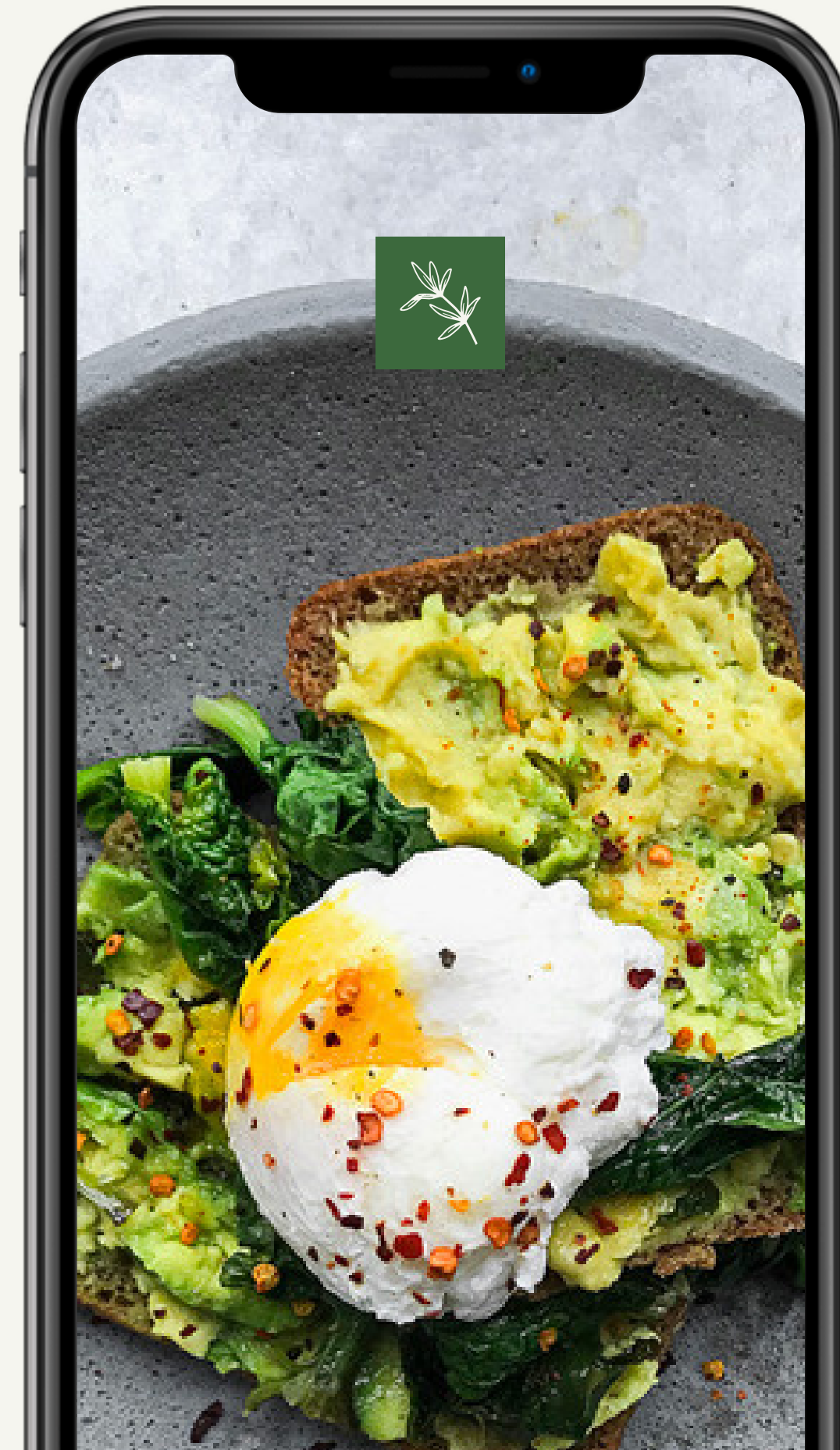


YANA BAGHDASARYAN



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# THE TECHNIQUES THAT RESTAURANTS USE TO ENGAGE NEW CUSTOMERS THROUGH SOCIAL MEDIA MARKETING





# OUTLINE

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Introduction

Literature Review

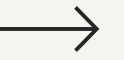
Research Question

Methodology

Research Findings &  
Analysis

Limitations and Avenues  
for Future

Bibliography



# Introduction

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“IN SOCIAL MEDIA, EVERY CUSTOMER IS A REPORTER”, - JAY BAER

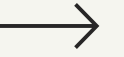
So, as it is known social media marketing represents an intelligent strategy to engage customers, moreover to build influence. Nowadays, developing a website is essential for every kind of business



The work is going to compare two countries' social media marketing techniques. The first one from Armenia "Baklachof collections" and the second one from Palm Springs, California "Farm".



# Research Question



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THE WORK AIMS TO ANSWER TO THE QUESTION

primary

**“How do the techniques of engaging new customers through social media marketing in the restaurant industry differ from country to country?”**



secondary

**“How did the social media platforms influence the customers? From a restaurant's point of view”.**



# Methodology

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Interviews



Online Surveys



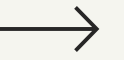
## METHODOLOGY

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# INTERVIEWS

A face-to-face interview is the most important for research as whenever a person is sitting in front of you and you ask him/her a question, he/she does not have enough time to think of a correct answer, whether that correct answer is lying.

The interviews has been conducted with with both of the social media marketing specialists of the restaurants.



# INTERVIEW QUESTIONS

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There were five questions to which the specialists answered

- Which social media platform do they use?
- Why do they prefer especially those platforms?
- How do they find their target audience?
- What kind of posts do they prefer to make
- How frequently do they post?

# ONLINE SURVEY & QUESTIONS

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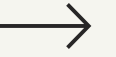
anonymous surveys became the best choice for this kind of research.

- What is your gender?
- What age range do you fall into?
- Are you following any social media of "Baklachof" or "Farm" restaurant ?
- Why did you start following the social media page of "Baklachof" or "Farm."?
- What kind of posts do they like or save?



# Research Findings & Analysis

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## FARM

- 45% male, 50% female and only 5% preferred not to mention their gender.
- 35% people who are from 27-45 years old, 55% from 16-26 years old, 5% which are 46 and above.
- As the reason for them starting following the social media page of the "Farm" there were different and interesting answers some of them want to be updated on the offerings as they post whenever they are having interesting offers for dinner
- About the usage of their social media page, there were 47% of people who use their social media page from time to time, 30% who use rarely, and 23% of people who use their social media page every single day.
- The question about what kind of post do they mostly like or save most of them answered about the fancy breakfast posts. The other group of people mentioned about their drink posts and about morning cocktails which are being very delicious in the pictures.

# Research Findings & Analysis

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## BAKLACHOF

- 60% of male visitors and 40% female
- There are 60% from 16 to 26 years old and 35% from 17 to 45, and only 5% for 46 and above
- To the question of whether they're following the social media page of "Baklachoff collection", 65% voted as yes and 35% voted as no
- As the reason, the following the collection restaurant people said that they want to keep updated with them as they are opening a new restaurant from time to time that they are waiting to know the opening days
- About the usage of social media page, we have the data of 63% of people who use from time to time, 25% that use every day, and 12% who use rarely
- Which kind of posts do they save mostly ;most of the answers were about the processing videos.

# INTERVIEW FINDINGS

FARM



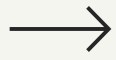
- ~~which social media platforms do they use the manager answered that they mostly use Instagram and Facebook~~
- they are not trying to find their target audience
- their target audience is middle-aged people
- they post cocktail and breakfast dish pictures but they mostly like to repost from their customers.
- there is no specific schedule for posting they are taking pictures whenever they are having new offerings

# INTERVIEW    BAKLACHOF

## FINDINGS

- they mostly use Facebook and Instagram
- that most of the time she is using hashtags which raises the visibility of the post.
- now the processing videos have become a trend. That is what they mostly post
- it's vital to post every single day as customers need to get a dose from the restaurant.
- they are posting three times a week in order not to get the customer feel bored and not to make the customer feel too much integrated with the restaurant.

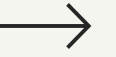




# Limitations

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- There are limits whenever I had to interview the social media marketer of the “farm”
- Another limitation for me was the survey part as I had not enough American friends who could participate in the survey of the “Farm”



# Avenues for Future

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The kind of research that I did was all short-termed, such as two-day research or seven-day research and there is a possibility to research the pages for more periods

The surveys and interviews may go viral on the website and be visible to all of the people.

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*Thank  
you!*