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FEATURES OF USING SMM FOR EFFECTIVE MANAGEMENT OF RESTAURANT BUSINESS ENTERPRISES

The article highlights the problem of using social networks, which is due to the active development of marketing, both worldwide and in Ukraine. Competition in the global market is intensifying, and therefore companies need to spend more money to promote their product so that it is not lost among many others. At the same time, the pandemic caused by Covid-19 has reduced marketing budgets. However, there is a growing need to find cost-effective and efficient ways to communicate with consumers. Businesses are encouraged to pay special attention to Internet marketing tools that promote the restaurant product, the restaurant business itself, and its brand through using social media, the content of which is created or updated through the efforts of owners and visitors, namely social media marketing. Competition is also intensifying, so only those companies that know and understand their consumers and competitors well, pursue effective communication policies, will succeed in the market. The shift of interests from mass to targeted marketing, as well as the dynamic development of communication channels and promotion tools have set new challenges for marketers. The article examines the existing methods of SMM promotion for use in the restaurant business, among which were targeted advertising, SEO promotion, interaction with users, competitions, advertising in communities. The main tasks of SMM, its advantages/disadvantages were highlighted. The main attention was paid to the method of evaluating the effectiveness of promotion and communication effectiveness of SMM for restaurant businesses. Several measures for the effective implementation of SMM in restaurants are proposed.

Key words: restaurant business, management, marketing, social media.

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ОСОБЛИВОСТІ ВИКОРИСТАННЯ SMM ДЛЯ ЕФЕКТИВНОГО УПРАВЛІННЯ ДІЯЛЬНІСТЮ ПІДПРИЄМСТВ РЕСТОРАННОГО БІЗНЕСУ

У статті актуалізовано проблему використання соціальних мереж, що обумовлена зростанням конкуренції та активним розвитком маркетингу як в цілому світі, так і в Україні. Компаніям необхідно більше коштів витратити на просування саме свого товару, щоб він не загубився серед маси інших, однак пандемія, спричинена Covid-19, призвела до скорочення маркетингових бюджетів. При цьому зростає необхідність пошуку економічних та ефективних способів комунікації зі споживачами. Підприємствам рекомендовано звернути особливу увагу на інструментарій Інтернет-маркетингу, що передбачає просування ресторанного продукту, самого підприємства ресторанного бізнесу та його бренду за рахунок використання соціальних медіа, контент яких створюється чи оновлюється за рахунок зусиль власників і відвідувачів, а саме на соціальному медіа-маркетингу. Підкреслено, що ті компанії, які добре знають і розуміють свого споживача і конкурента, проводять ефективну комунікаційну політику, матимуть успіх на ринку. У статті проведено дослідження існуючих методів SMM просування для застосування в ресторанному бізнесі, серед яких були розглянуті таргетована реклама, SEO-просування, взаємодія з користувачами, конкурси, реклама в спільнотах. Основну увагу приділено методу оцінки ефективності просування та комунікаційній результативності SMM для підприємств ресторанного бізнесу.

Ключові слова: ресторанний бізнес, управління, маркетинг, соціальні медіа.

Introduction

In recent years, before the crisis caused by the coronavirus pandemic, the restaurant business developed quite dynamically and grew faster. Unfortunately, the threat of COVID19 infection and quarantine restrictions around the world have changed the realities and activities of all enterprises to a greater or lesser extent.

The service sector, in particular catering establishments, is one of the sectors most affected by the severe quarantine restrictions caused by the spread of COVID-19. The most significant losses from the introduction of restrictive measures since March 2020, suffered the restaurant business, which faced the need to cover the cost of staff, territory, security, utilities in a significant reduction in profits due to the ban on visiting restaurants in the first months of quarantine.

Today, restaurant businesses have to make every effort to stay afloat and survive. In such realities, first, there is the question of flexibility and speed of reaction of restaurant business enterprises, which involves the introduction of new areas of work in strict quarantine and the introduction of new trends in adaptive quarantine. The new reality created by COVID 19 is forcing restaurant businesses to develop new creative mechanisms not only to maintain viability but also to develop measures that could enable them to adapt to the new realities of the environment.

Today, restaurant businesses are rethinking their business in terms of the Internet and its new culture and opportunities. Promising dominance of information and communication technologies creates not only the possibility of maintaining viability during the global fight against the pandemic, but also new prospects for the development of restaurant businesses through the introduction of alternative innovative solutions. Mobile applications in virtual objects have led to the emergence of creative directions for the development of restaurant businesses and their

approach to consumers. The researchers note that “the growth of mobile applications in virtual objects is due to many advantages, among which the dominance is ease of market penetration, reaching more people, direct interaction between the client and the restaurant business, eliminating intermediaries and geographical barriers and the ability to optimize the costs of both the consumer and the restaurant business” [9].

Results

It would be a mistake to assume that the gastro sphere is in a state of stagnation. On the contrary, the new reality requires quick and bold solutions that restaurateurs and cafe owners are ready to offer. In connection with the pandemic and the current situation in the world, the first thing for each of us now is to take care of their health and the health of loved ones. Many companies, including the restaurant business, putting the idea of safe consumption with the maximum benefit for the guest in the first place, are implementing this trend.

Restaurateurs should pay special attention to the tools of Internet marketing, which involves promoting the restaurant product, the restaurant business and its brand through using social media content, which is created or updated by owners and visitors, namely social media marketing (Social Media Marketing (SMM)). Effective SMM is an important factor in the successful promotion of a brand, product or company in the market, aimed at attracting more supporters, expanding the target audience, developing, improving and protecting the company's reputation by building customer loyalty.

SMM is a social media marketing, which consists of conducting a set of events on other people's sites (forums, blogs, websites, and chats, news resources) in order to promote goods, services, advertising services and coverage of events. This influence is not open advertising. This covert, unobtrusive advertising attracts the target audience to the product. Users should never understand that they are being intrusively offered a product. Social network users themselves must want to buy a product or service because of the information provided. Moreover, information about the product being promoted to the target audience is offered in the form of feedback, communication between users and exchange of views [8].

The main tasks of SMM are:

- Sales promotion. Social networks allow you to become a traffic donor in a short time (ie help to attract new audiences to the site or business page on the social network). To do this, simply recruit the target audience in thematic groups and redirect it to your site. Similarly, social networks provide an opportunity to organize a system of autonomous trade. The product can be sold from your page (for example, "Instagram"), as the social network page has a familiar and understandable user interface;

- Increasing brand awareness. It is necessary to properly distribute advertising, thereby encouraging users to tell about it to their friends and acquaintances;

- Organization of the flow of loyal users. Social networks help to create a database of regular users who can learn in detail about the offers provided by the company, on a personal page or in a group. In addition, it is recommended to hold various promotions, competitions, which in turn will attract and retain potential customers;

- Counteracting the negative. This task is one of the primary tasks of SMM. Group administrators need to respond in a timely manner to the manifestation of negativity on the part of users and be able to loyally deal with this problem, so as not to spoil the positive perception of the company by other consumers. It is also important not to confuse the concept of "natural negativity" (the user is really dissatisfied with the quality of goods / services) from the concept of "trolling" (a form of social provocation or bullying in online communication), and most importantly - from professional attacks by competitors.

Based on the studied information, SMM methods are identified, which are most effectively used for enterprises in the restaurant business. They are given in Table 1.

Table 1

SMM methods for restaurant businesses

Promotion method	Specifics
Target advertising	Effective for Facebook, Instagram. This method allows you to clearly concentrate the potential audience
SEO promotion	One of the main methods of promotion. It increases site traffic due to its appearance in user search queries
Interaction with users	A method with high time and labor costs, which is suitable for all activities and all SM. Thanks to him, personalized communication with each potential consumer is carried out
Competitions	The peculiarity of this method is the weak content of the potential audience. As soon as the contest ends, subscribers unsubscribe and coverage returns to normal
Advertising in communities	This method is effective when properly auditing the profile of the opinion leader before the start of the advertising campaign (ie you need to study its target audience, involvement and coverage, and not blindly trust the sent)

Given that organizations, especially in regional markets, optimize their costs, brand building through social media is effective. In addition, segmenting consumers and targeting advertising in SMM is much easier than in traditional media: this, firstly, allows you to reach more target consumers, and secondly - allows you to immediately bring them to the site through at the lowest cost of advertising (customer cost through SMM is lower than through contextual advertising). Table 2 shows the advantages and disadvantages of using SMM in the restaurant business.

Table 2

Advantages and disadvantages of SMM

Advantages of SMM:	Disadvantages of SMM:
<ul style="list-style-type: none"> - Users of social networks are less receptive to promotion on social networks as advertising, due to which the threshold of trust in this type of information is much higher; - Significant growth of the target audience, due to the lack of reference to the area; - Targeting - is an opportunity that allows you to select from the entire existing audience is the part that meets the specified criteria (target audience), and to make advertising to her; relatively low cost of advertising distribution, several times lower than advertising in the press or on TV; - Feedback and quick feedback: the ability to quickly get a reaction to a blog post, video or other post on a social network; - Significant speed of collection and exchange of information allows you to quickly adjust the SMM-strategy, respond to the wishes and comments of users and offer the most interesting content to the target audience 	<ul style="list-style-type: none"> - To consolidate and improve the results of promotion, it is necessary to constantly monitor the quality of content provided to consumers; - There is no possibility of accurate calculation of the budget of the advertising company, the total cost depends on a large number of internal and external factors; - Lack of polarity, as consumers often use classic search engines. Users search for products and services that interest them through search, not social media; - The difficulty of promoting goods through social networks to companies that provide serious services; - Experienced users are able to distinguish advertising content from other types of information; - There is a risk of damaging the company's reputation - just a couple of times to make mistakes in the comments, answers, in the topic of the post

Today, the social media audience is compared to the television audience, but it is more focused and responsive. The work of social media is that they reach the target group of users through direct and covert interaction [8]. Among the popular platforms used by consumers are not only the popular Facebook, Instagram and Twitter, but also the social internet service and photo hosting. Pinterest, the business social network LinkedIn, the microblogging services Tumblr and "Flickr", video hosting "YouTube" and "Vimeo" are the new formats for hosting video files "Coub", "Vine", as well as individual messengers "WhatsApp", "Viber" and "Telegram" [2, s. 114].

Now almost every coffee shop, burger and pizzeria has its own account on social networks. It is much more convenient for a modern person to go to the page of a restaurant or cafe than to find out the necessary information by phone and even search on the site. A social network account is not just an opportunity to broadcast restaurant activities. Everything that is published in the tape forms an opinion about the brand of the institution. Content should be bright and memorable.

For effective implementation of SMM in the restaurants, we offer:

1. Take photos of the work process and atmosphere of the institution. The best thing you can show customers is a "delicious" and cozy reality. You need to create colorful descriptions to draw a picture in the reader's head. Illustrations and photos must be high quality, made in the same style and match the design of the brand. To get a better photo, it is advisable to use the technique of Flat lay (shooting at right angles to the object from above). Another way to portray the life of the restaurant - a photo in daylight. Therefore, the shots come out "alive". When creating a post to photos, it is advisable to use many adjectives in the info style, because in the restaurant language adjectives play a very important role. "Crispy toast, fragrant bacon, juicy chicken, fried shrimp on an open fire with a hint of sea breeze" - you need to write so that the consumer the text smelled them, the main task was to arouse the reader's appetite. Any dish is first "eaten" with the eyes (evaluate the appearance), then the nose (enjoy the aroma), and only then just eat. Good and appetizing photo content on modern social networks is already half the battle.

2. Demonstrate expertise. If the establishment has an excellent feature - cooking Japanese food, baking cakes or specializing in Italian cuisine - you need to show it. It is desirable to create a stable association, and then customers will go for burgers, rolls and cocktails in a particular institution.

3. Tell about all the events in the life of the restaurant. It is necessary to share plans and explain the changes that are taking place. New menu, opening of the institution, group trips - guests are interested in everything. Do not forget to leave a link to your account and use hashtags.

4. Create an interactive. Contests and raffles attract and form a loyal audience. A cake or a cocktail will be suitable for the prize. The lucky winner will bring company and possibly order a main course.

5. Publish announcements. This is how the audience's attention is drawn to the upcoming event. Stories about special guests and meetings, with a hint of a planned surprise.

6. Talk about significant people. The openness of the owner and managers creates an atmosphere of trust.

7. Publish posts-lists and headings. Readers love this format for its informativeness and compactness. For example, "5 options for breakfast" and "3 main events of this week". As headings can be "Secrets from the chef" on Fridays and "Dish of the Week" on Monday. The audience will get used to it and will respond.

8. Conduct live broadcasts. Demonstration of events that are happening right now in the institution. A story about the evening, a full hall and a demonstration of cooking. It is better to announce the broadcast in advance.

9. Answer questions from guests. There is no social network without feedback. Geolocation is welcome so that customers have no difficulty finding a restaurant.

The restaurant should be filled with "magic" that you want to share with guests. Not only sound education but his alertness and dedication too are most required.

Among the wide range of sources that affect the development of the restaurant business, as well as the variability of the quality and range of restaurant services, the consumer of services occupies an important place. Therefore, social, biological, and psychological uniqueness, intellectual ability, as well as an information base, image, and lifestyle of the consumer are the main value orientations. All this actually explains the high degree of individualization of restaurant services. Restaurants, cafes, bakeries, and other enterprises in this area in the fight against the pandemic are forced to change the format of working with customers.

Conclusions

The changes caused by the pandemic have led people to take more care of their health, which has directly affected their diet. The coronavirus pandemic has become a driver of the market for health products and services, as well as changed the basic habits of food consumption. The restaurant business in Ukraine will revive; however, if the owners of establishments do not catch up with modern marketing trends, it will be difficult for them to keep a guest. Consumers are quite “spoiled” by the offer and constantly demand nourishment not only from the stomach but also from the mood with new experiences. Therefore, just delicious cuisine will no longer be enough. The specificity of the modern restaurant business is that the number of offers from catering establishments is growing faster than customer demand, so attracting new guests to the restaurant for many managers and owners is a priority. This issue is most acute in a crisis.

Marketing in the restaurant business in 2022 is about emotions and automation. Promoting your Instagram account is the best advertising platform right now to attract guests and promote your image. Automation in everything – a program for a cafe or a program for a restaurant, loyalty programs, gift cards, communication on social networks, receiving orders, billing guests, internal processes and services – everything must be automated.

The restaurant business of the future is emotions, the value of live contact with a person, not indifference. Every year the world is accelerating, restaurants are getting either better or closing. Attracting a guest to the restaurant for the first time – the process is quite simple: it is worth thinking about the strategy, allocate a budget and implement the plan – and you can gather many guests for the opening. Then the hardest part begins. After all, to make guests come back and recommend the place to friends is a daily job.

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