SOCIAL MEDIA MARKETING

An Analytical Study of Social Media Marketing Practices in Brand Promotion: A Study with Special Reference to Traffic Entertainment Private Limited

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Abstract

This paper looks at how social media can help a hospitality brand build its identity and connect with potential customers. It focuses on Traffic Entertainment Private Limited and its hospitality brand, Traffic Gastropub, Kolkata. The study draws on the researcher's four-week internship as a Social Media Manager Intern and considers the work involved in planning content, writing captions, selecting visuals, preparing short-form videos, using Instagram Stories and managing social media pages. Examples include posts featuring dishes as well as promotional communication for festive content. The internship made one thing clear for a gastropub, social media is not just about advertising food and drinks. It also has to give people a sense of the place, its atmosphere, entertainment and personality. The paper therefore considers the importance of relevant content, consistency, audience understanding and coordination with different teams. Since the study is based on internship observations and secondary sources, and not on customer surveys or internal performance data, the findings are exploratory rather than statistical.

1 Introduction

Social media has changed the way businesses speak to customers. A business can now share updates, introduce products, announce events and respond to people through platforms such as Instagram and Facebook. Customers are not simply receiving a message they can comment, share a post, ask questions or send a direct message. This makes social media a more interactive form of marketing than traditional one-way promotion.

This is particularly useful in the hospitality and food and beverage industry. Before choosing a restaurant, café or pub, people often look at its social media pages to get an idea of what it offers. They may want to see the food, but they may also want to know what the place looks and feels like. For a gastropub, the experience includes much more than the menu. Music, events, service, ambience and the people who visit all contribute to the overall impression.

Traffic Entertainment Private Limited operates Traffic Gastropub in Kolkata. The venue combines casual dining with a nightlife experience and has a distinctive traffic-themed identity, a long bar counter, Bengali-inspired fusion dishes and global bar bites. This gives the brand several things to communicate online. A page that only posts food photographs would show one part of the business, but would not fully communicate its events, atmosphere or overall character.

Exploring these ideas during a four-week internship as a Social Media Manager Intern at Traffic Gastropub. The placement provided practical exposure to content planning, caption writing, visual coordination, short-form videos and promotional communication. It also showed that managing a

business page involves more than deciding what to post. The content needs to suit the brand, be relevant to the audience and reflect what is actually happening at the venue. This paper connects those practical observations with concepts from digital marketing and brand promotion.

2 Objectives

This investigation aims to:

- Examine the social media marketing practices used to communicate the identity and offerings of Traffic Gastropub.
- Analyse how visual content, captions, short-form videos and event-related posts contribute to brand promotion and audience interest.
- Understand the practical role of content planning, consistency and coordination in managing a hospitality brand's social media presence.
- Relate the researcher's internship experience to wider concepts of digital marketing, consumer behaviour, brand positioning and audience engagement.

3 Literature review

3.1 Social media marketing

Social media marketing involves using social platforms to communicate with audiences, promote products or services and build an ongoing relationship with a brand. Kaplan and Haenlein (2010) explain that social media allows users to create and exchange content. This is an important difference from traditional media: customers can respond to a business's message, share it with others and add their own views. As a result, a brand has to think not only about what it publishes but also about how people may react to it.

For a hospitality business, this communication has to show both what is being offered and what the experience might be like. A menu photograph can introduce a dish, but it cannot fully explain the atmosphere of a venue, its music or the events it hosts. Customers may be interested in different parts of the experience. In Traffic Gastropub's case, food, beverages, entertainment and ambience all contribute to the identity that its social media content needs to communicate.

3.2 Content strategy and visual communication

Every post adds to the impression people form about a brand. Kietzmann et al. (2011) identify several features of social media, including sharing, conversations, groups and reputation. These features help explain why social media management is not simply a matter of uploading photographs. The person managing the page has to think about why a post is being shared, who it is meant for and what it should communicate. Planning content around these questions can help a business maintain a recognisable voice and visual style.

Visuals are especially important for businesses that sell food, drinks and experiences. A photograph can draw attention to a dish, while a short video can show its presentation or capture the energy of a busy venue. Social media content and their role in encouraging consumer engagement. The practical lesson is that attractive visuals are useful, but they should still have a purpose. They need to fit the brand and give the audience a reason to notice or remember the post.

3.3 Audience engagement and brand promotion

One useful feature of social media is that businesses can see how people respond to their content. Likes, comments, shares, views, replies and direct messages provide different indications of audience interest. These figures need to be interpreted carefully a post receiving many views does not necessarily mean that people visited the venue or made a purchase.

People may follow a hospitality brand for different reasons. Some are interested in its food and drinks, while others may pay more attention to live music, special events, offers or the atmosphere. This means that a business should not rely on one type of post all the time. A balanced content plan can help show different sides of the venue and give different audience groups something relevant to engage with.

4 Research gap

A considerable amount has been written about social media marketing, digital communication and consumer engagement. However, broad discussions do not always show what these practices look like inside one particular hospitality business. A gastropub, for example, has to promote its menu while also communicating its events and atmosphere. The everyday decisions behind this work, such as choosing suitable visuals, planning posts and keeping a consistent identity, are worth examining in their own right.

There can also be a gap between the way social media marketing is explained in theory and the way it works in a business. Concepts such as engagement and content strategy sound straightforward, but putting them into practice involves deadlines, changing promotional requirements, the availability of photographs and information from different teams. The internship offered an opportunity to observe some of these practical considerations rather than looking at social media only as a set of marketing concepts.

5 Methods

The study uses qualitative observation and documentary analysis. Its main source is the researcher's Summer Internship Project report, supported by learning and observations from a four-week internship at Traffic Gastropub, Kolkata. The material reviewed included:

- The internship report describing the organisation, the role of the Social Media Manager Intern and the social media activities undertaken during the placement.
- Practical observations relating to content planning, caption writing, visual selection, short-form video content, Instagram Stories and social media page management.
- Examples of promotional content associated with menu items such as Chingri Malaikari Pizza and Mashir Mangshor Chop, as well as event communication for Pauwa Festival.
- Academic literature on social media marketing, digital content, brand communication and audience engagement, used to place the internship experience within a wider marketing context.

The internship observations from the internship were considered alongside the ideas discussed in the literature review. The focus was on why particular content formats were used and how they helped present the venue's identity and offerings. The study did not include a customer questionnaire, customer interviews or access to internal campaign analytics. The findings should therefore be understood as qualitative observations rather than statistical evidence of marketing performance.

6 Impacts of good social media marketing practice

Good social media marketing can help a hospitality business become more visible and easier for potential customers to recognise. When a business shares relevant content regularly, people get repeated opportunities to see its name, products and overall identity. At Traffic Gastropub, posts showing food, the bar, the ambience and events can each communicate a different part of the venue. Together, they help audiences form a fuller picture of what the business offers.

Good content can also create interest in specific products and experiences. A photograph or short video featuring a signature dish can encourage viewers to explore the menu, while event-related content can inform audiences about activities taking place at the venue. During the internship, content featuring the popular dishes provided examples of how menu items could be presented through social media. Such posts can support product awareness, although the extent to which they lead to visits or purchases would need to be assessed through business data.

Another benefit is the chance to stay connected with the audience. People can react to posts, ask questions, share content or contact the business directly. Stories and short videos can make updates feel timely and give viewers a glimpse of the venue during busy periods or events. This kind of content can help communicate what it might feel like to spend time at the gastropub, rather than simply telling people what is available on the menu.

The internship also made the importance of internal coordination clear. A post about a dish, drink or event needs correct information and suitable visuals. That information often comes from people working in different parts of the business, such as the kitchen, bar, floor and events teams. Keeping in touch with these teams helps the social media content reflect what is actually being served or organised at the venue.

7 Importance of social media marketing

Social media gives a business a direct and familiar space to communicate with existing and potential customers. It can be used to introduce the brand, share updates and present products or services in formats that people already use every day. This matters in hospitality because customers often want to see a place before deciding whether to visit. A social media page can help them understand not only what is on the menu, but also the atmosphere they can expect.

For Traffic Gastropub, social media brings several parts of the brand together. Food-related posts can draw attention to the menu, while videos and Stories can show the venue's energy, live performances and event activity. Promotional communication gives the audience information about an experience beyond regular dining. A varied page can therefore present the gastropub as a place for food, drinks and social as well as nostalgic experiences.

Social media is also a channel for two-way communication. Questions, comments and messages can show what information people are looking for and what they find interesting. Likes, views and shares are useful signals, but they should not be treated as proof of customer visits or sales. Where possible, businesses should consider these platform indicators alongside enquiries, reservations and actual visits to get a more complete picture.

The way a page looks and sounds also matters. Photographs, colours, captions and the choice of content formats all contribute to the brand impression. If every post feels unrelated to the last, people

may find it harder to recognise what the business stands for. Planning content with a consistent identity in mind helps individual posts work together rather than appear as separate advertisements.

8 Advantages and disadvantages

8.1 Advantages

One clear advantage of social media is that it allows a business to show its offerings quickly and visually. A hospitality brand can use photographs, Reels and Stories to feature dishes, drinks, events and the atmosphere of the venue. Potential customers can get an initial sense of the experience before visiting. During the internship, short-form videos and food-related content were useful formats for presenting different aspects of Traffic Gastropub.

Another advantage is flexibility. A business can share regular updates, highlight a menu item, announce an event or communicate a timely change without depending entirely on printed promotional material. The same idea can also be adapted to suit different formats. A short video may work as a Reel, while an Instagram Story can be more suitable for a quick update during a weekend or event.

Social media also gives businesses a way to listen to their audience. Comments, direct messages and other interactions can reveal the questions people ask and the content they respond to. This information can help shape future posts. It also gives the business an opportunity to reply directly instead of relying only on one-way advertising.

Finally, social media can help a business express its personality. The combination of visuals, captions, menu features and event updates can create an online identity that people begin to associate with the venue. This is useful for a gastropub because customers may be choosing the overall experience, not just a particular food or drink item.

8.2 Disadvantages

One challenge is keeping the page active without allowing quality to slip. People see a large amount of content every day, so businesses need to keep their posts interesting while staying recognisable. Repeating the same type of photograph or promotional message can make a page feel predictable. On the other hand, posting without a plan can make the page look inconsistent.

Social media management also takes time and coordination. Posts may depend on photographs, videos, menu details or event information from several teams. If information arrives late or suitable visuals are not available, the content plan may have to change. During the internship, it became clear that communication with the kitchen, bar, floor staff and events team was important because online posts need to match what is happening at the venue.

Another difficulty is knowing what engagement figures actually mean. Likes and views show that people have interacted with a post, but they do not automatically show that someone visited, spent money or became a loyal customer. Without detailed platform analytics and business records, it is difficult to judge the direct commercial result of an individual post. This limits how confidently social media performance can be evaluated.

Other challenges include changes to platform algorithms, competition for attention, negative comments and the responsibility to handle customer or business information carefully. These are not unique to one organisation, but they matter to hospitality brands that depend on regular communica-

tion with the public. A business needs to review its content and respond thoughtfully rather than assume that the same approach will always produce the same results.

9 Developing trends in social media marketing

Short-form video has become an important part of social media communication. Reels and similar formats allow a business to show products which catches attention right away. A hospitality brand can use video to show food being prepared, a dish being served, the atmosphere of the venue or moments from an event. These details can be difficult to communicate through a single photograph.

There is also growing interest in content that feels more immediate and authentic. Audiences may respond to behind-the-scenes clips, staff-led content, event moments and timely Stories because these give a more realistic impression of a venue. At the same time, authenticity does not mean posting without thought. The content still needs to be suitable for the brand and respectful of the people and activities being shown.

Another development is the use of platform data to guide content decisions. Measures such as reach, views, shares, saves and replies can help marketers see which formats or topics are attracting attention. No single figure tells the whole story, so businesses should look at several indicators and, where possible, compare them with enquiries bookings and sales information. This makes it easier to judge performance without confusing online attention with business results.

Social media is increasingly one of the places where customers first discover a business. They may come across it through a shared post, a location tag, creator content or an event announcement before visiting the official page. This makes accurate information, recognisable branding and regular updates important. Just as importantly, the experience shown online should be a fair reflection of what customers actually find when they visit.

10 Findings

The internship observations point to a few main findings.

First, social media content at Traffic Gastropub serves several purposes. It can highlight food and beverages, give audiences a sense of the venue's atmosphere, share event information and keep the brand visible. Using a mix of photographs, short videos, captions and Stories makes it possible to communicate these different aspects rather than relying on one kind of post.

Second, planning and visual consistency matter. Each post should fit the brand and contribute to the impression created by the page as a whole. Choosing visuals, writing captions and deciding when and why to publish content all require thought. Social media management is therefore not simply a matter of posting whatever material is available.

Third, the work depends on coordination with people across the business. Content about food, drinks and events needs accurate information from the kitchen, bar, floor staff and events team. The internship showed that communication with these teams is part of preparing useful and accurate promotional content.

Finally, engagement figures can help indicate how audiences respond, but they cannot by themselves confirm an increase in sales or customer visits. Since this research did not include internal analytics or customer survey results, it was not possible to measure the commercial outcomes of the social media activities observed.

11 Discussion

The findings show that social media marketing in hospitality is closely linked to the experience a business provides offline. At Traffic Gastropub, communication needs to bring together food, drinks, ambience and entertainment. This supports the ideas in the literature that a brand's social media presence is built through a combination of content, interaction and a recognisable identity, rather than through isolated promotional posts.

The internship also showed the difference between studying social media marketing and handling it in a working environment. In practice, content decisions are affected by available visuals, time, coordination and changing promotional needs. A four-week placement cannot provide a complete picture of a company's marketing performance, but it can show the everyday decisions involved in keeping a business page active and relevant. The findings should therefore be understood as a limited case study, not as conclusions that apply to every hospitality business.

12 Implications

12.1 Practical

Hospitality businesses can benefit from planning social media content around clear purposes. A content calendar can help balance menu highlights, event announcements, venue updates and posts that communicate the brand's atmosphere. It can also reduce last-minute work. At the same time, the plan should leave room for timely updates when an event or operational change needs to be communicated.

It is also useful to have a clear line of communication between the social media team and the people responsible for food, beverages, service and events. A simple process for sharing accurate details and suitable visuals can make content preparation easier. Checking captions, dates, menu descriptions and event information before publishing can help avoid mistakes.

Businesses should look beyond visible engagement when reviewing their social media activity. Reach, views, shares, saves, comments and messages can be considered alongside enquiries, reservations and customer visits, if that information is available. Looking at these measures together gives a more balanced understanding of whether social media is supporting wider business objectives.

Finally, the online image of a hospitality business should match the experience it delivers. Attractive photographs and videos can encourage people to visit, but the food, service, ambience and events need to support the expectations created by the content. A consistent experience is important if a business wants customers to trust what they see online.

12.2 Theoretical

This study contributes a small, practical example to the wider discussion of social media marketing in hospitality. It shows how ideas such as brand identity, content planning and audience engagement appear in the day-to-day work of managing a business page. Traffic Gastropub also illustrates how a hospitality brand may need to promote a complete experience rather than focus only on individual products.

The study also draws attention to the role of coordination in social media work. Marketing discussions often focus on platforms, formats and creative ideas, but the information behind a post may come from several teams within a business. The quality of online communication therefore

depends not only on the person preparing the content, but also on how well the organisation shares information.

13 Conclusion

This research examined social media marketing practices in brand promotion, focusing on Traffic Entertainment Private Limited and Traffic Gastropub in Kolkata. It draws on the researcher's four-week internship and relevant academic literature to consider how content planning, visuals, captions, short-form videos and event updates can support a hospitality brand's online presence. The internship provided practical examples of how social media can be used to feature menu items, communicate the atmosphere of a venue and keep audiences informed about events.

One of the main lessons from the placement was that managing social media involves more than uploading posts. It requires an understanding of the brand, suitable content choices, consistent presentation, accurate information and coordination with the people running the venue. Engagement indicators can help show how audiences respond, but they should not be mistaken for proof of increased sales or visits.

The study has limitations. It is based on a four-week internship and qualitative observations. It did not include customer interviews, a formal survey or access to internal social media analytics. It therefore cannot establish the exact effect of social media activity on brand awareness, footfall or revenue. A future study could include customer questionnaires, interviews with marketing staff and a longer review of platform insights.

Further research could compare the social media practices of different hospitality businesses or look more closely at how particular content formats influence customer discovery, event attendance and purchase decisions. This would provide a fuller picture of the connection between digital communication and business outcomes. Within the limits of this study, the internship showed why consistent, relevant and experience-led social media communication matters to brand promotion.

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