



Artificial intelligence in the strategic communication of SMEs: the case of the food service sector

La inteligencia artificial en la comunicación estratégica de las pymes: el caso de la restauración

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Abstract

In a context of increasing digitalization, SMEs in the food service sector face the challenge of developing effective communication strategies with limited resources. Based on a company in this sector, the main objective is to design an Instagram communication campaign based on the AIDA model (Attention, Interest, Desire, Action), using content generated by ChatGPT. The methodology includes a strategic analysis, a content calendar, real examples, and evaluation metrics. The results highlight the feasibility of using free AI tools to create content aligned with brand values without

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requiring advanced technical knowledge. The study concludes that, with proper planning, it is possible to professionalize the digital communication of a small business using accessible technologies; however, limitations such as the lack of empirical data and the need to adapt automated language to specific cultural contexts must be considered.

Keywords: artificial intelligence, digital communication, SMEs, Instagram, ChatGPT, AIDA model

Resumen

En un contexto de creciente digitalización las pymes del sector de la restauración se enfrentan al reto de desarrollar estrategias de comunicación efectivas con recursos limitados. Tomando como base una empresa del sector en fase de creación, el objetivo principal de este estudio es diseñar una campaña de comunicación en Instagram utilizando el modelo AIDA (Atención, Interés, Deseo, Acción) y contenidos generados con ChatGPT. La metodología incluye un análisis estratégico, un calendario de publicaciones, ejemplos reales y métricas de evaluación. Entre los resultados destaca la evidencia sobre la viabilidad del uso de herramientas gratuitas de IA para generar contenido adaptado a los valores de la marca, sin necesidad de conocimientos técnicos avanzados. Se concluye que, con una planificación adecuada, es posible profesionalizar la comunicación digital de una pyme utilizando tecnologías accesibles, si bien se identifican limitaciones como la ausencia de datos empíricos o la necesidad de ajustar el tono automatizado a contextos culturales específicos.

Palabras clave: inteligencia artificial, comunicación digital, pymes, Instagram, ChatGPT, modelo AIDA

1. INTRODUCTION

In recent years, digitalization has completely transformed how businesses interact with their audiences. This transformation has significant social and economic implications, especially in sectors like the restaurant industry, where new consumption habits, the search for personalized experiences, and direct communication through social media have become key elements for competitiveness. The emergence of artificial intelligence (AI) tools like ChatGPT has further expanded the possibilities for customer interaction, allowing for the automation and personalization of content without requiring large investments.

In this context, a specific problem has been identified: many businesses in the food service sector, particularly SMEs, struggle to maintain an effective digital presence due to a lack of resources, technical expertise, or clear strategies. This work aims to provide

a practical solution to this challenge: designing a digital communication campaign on Instagram using artificial intelligence tools.

This work stems from the conviction that the novelty and relevance of the topic not only reflect a technological trend but also a need affecting many small businesses in their consolidation phase. This approach is articulated through an applied case study: the business project “Da Terra á Casa,” a home-cooked meal delivery company developed within the framework of the Master's in Business Administration at the University of A Coruña.

The objectives of this work are to design and justify an Instagram communication campaign based on the AIDA model (Attention, Interest, Desire, and Action), and to demonstrate how ChatGPT can be applied as a practical tool for generating content adapted to the context of a gastronomic SME. Furthermore, it aims to analyze which types of posts perform best according to the phase of the AIDA model and how their results can be measured.

The structure of the work is organized into four sections: first, the theoretical framework is presented, contextualizing the problem and reviewing the relevant literature. Second, the methodology is explained, and the results of developing a communication campaign based on the AIDA model are presented. Finally, the conclusions derived from the study are presented.

2. THEORETICAL FRAMEWORK

Despite their structural importance, European SMEs face significant challenges in a globalized environment: limited financing, a small capacity to invest in R&D, and difficulties accessing broader markets (Jabbour Al Maalouf et al., 2025). However, they also benefit from a policy environment that fosters innovation through instruments such as Horizon Europe (Secretaría de Industria y de la Pequeña y Mediana Empresa, 2019). From a more operational perspective, these companies have flexible structures and greater adaptability, allowing them to react quickly to changes in demand or the competitive landscape (López-Ortega et al., 2015). This agility is a strategic advantage when it comes to incorporating digital tools and new forms of communication, especially in sectors like the restaurant industry, where customer contact and personalization are key. The digital maturity of SMEs varies, with those that are more digitally mature standing out from the rest (Franco et al., 2021).

The restaurant sector, where SMEs predominate, is a customer-oriented sector with high social visibility and significant market share in virtually all European countries (Martin-Martin et al., 2022). However, a high percentage of restaurant SMEs still fail to combine innovation with tradition (Lee et al., 2021).

Nevertheless, restaurant customers have become increasingly involved in the digital environment, which is changing the patterns of interaction between customers and

restaurants. The use of digital technologies has become crucial, with the increased use of QR codes to present menus and the incorporation of home delivery services through online platforms, among other changes. Digitalization also affects management activities and operational processes that take place before the customer tastes the dishes, such as purchasing ingredients, reserving tables, checking dish availability, and taking and billing orders (Martin-Martin et al., 2022).

Social media are also useful tools for restaurateurs, as they use them to manage customer relationships and foster loyalty (Leung et al., 2013). Social media has provided a cost-effective and accessible marketing platform to instantly reach thousands of customers. The dissemination of information through social media platforms has contributed to increased brand awareness, helped shape customer attitudes, and influenced their decision-making (Yarış & Aykol, 2021), while also boosting engagement (Wahid et al., 2022). There has been a notable increase in small businesses, particularly takeaways in large cities, that operate exclusively on social media (Latiff & Safiee, 2015). A well-designed social media strategy can improve restaurant performance by strengthening the emotional connection with customers. In particular, content that emphasizes authenticity, values such as sustainability and tradition, and encourages active interaction is perceived as more credible and generates greater engagement (Fissi et al., 2022).

It is worth noting that smartphone use intensifies this process. 39% of diners use their mobile phones not only to search for restaurants but also to share their experience in real time through social media. This action has an immediate impact on brand image and can generate a multiplier effect if the post goes viral or reaches new audiences. In this sense, social media functions not only as communication tools but also as indirect sales channels. Therefore, the strategic management of these platforms influences both the visibility of SMEs in the food sector and their ability to generate real engagement, strengthen customer relationships, and sustainably increase sales (Hwang et al., 2021).

In this regard, it is important to note that artificial intelligence is profoundly transforming the social media communication sector. Its integration into communication and marketing strategies has enabled process optimization through applications such as chatbots, recommendation engines, predictive analytics, content generation, and programmatic advertising. These tools not only improve efficiency but also allow for greater personalization in customer interaction (Kumar et al., 2024). One of the most prominent studies on this topic is that of Saputra et al. (2024), who highlight the effectiveness of using ChatGPT in Instagram communication campaigns.

This work uses the AIDA model (Attention, Interest, Desire, and Action), as it constitutes a fundamental framework in marketing communication, illustrating the stages consumers experience from seeing an advertisement to making a purchase decision. Furthermore, the model adapts to new media contexts, including digital and

social platforms, where consumer interactions are multifaceted and continuous (Pashootanzadeh and Khalilian, 2018). Therefore, this model is used to analyze the communicative effectiveness of posts generated with the help of ChatGPT, evaluating how artificial intelligence contributes to capturing the public's attention, generating interest in the brand, arousing desire for the products offered, and ultimately motivating action, such as interactions or visits to the store.

3. METHODOLOGY

To develop a digital campaign using AI, the business project “Da terra á casa” (From the Land to the Home) is used as a basis. This project originated as a group initiative within the Master's in Business Administration at the University of A Coruña. The company specializes in home-cooked meals, aiming to offer a high-quality culinary experience in the comfort of one's home. The proposal includes all the necessary resources so that the client can focus solely on enjoying the experience, without worrying about the organization or logistics of the service. The project operates in the city of A Coruña (Spain) and its surrounding area (up to a 50km radius).

The following section presents the portion of the company's SWOT analysis directly related to the development of the digital campaign.

WEAKNESSES:

- W1. Lack of market awareness: As the company is not yet established in the market, it lacks brand recognition.
- W6. Business model not easily adaptable to customer limitations: by focusing on in-home culinary experiences, the service requires minimal space and equipment in the customer's home.

STRENGTHS:

- S1. The company has established collaborative relationships with relevant entities in the sector, such as the A Coruña Hospitality Business Association.
- S2. Up-to-date business license.
- S3. Personalization and a unique experience.
- S4. Additional services available to customers for a complete experience: taxi service for transportation or rental of furniture, cutlery, and linens.

OPPORTUNITIES:

- O1. Numerous government grants for entrepreneurs.
- O4. In Galicia, there is a sustained increase in concern about environmental impact, responsible consumption, and product traceability. According to the Galician Food and Wine Plan of the Xunta de Galicia (2022), one of the key pillars of tourism development is sustainability.
- O5. The growth in internet access and the intensive use of social media have facilitated the digitization of small businesses, especially in the area of customer

communication. In Galicia, more than 93% of households have internet access (Instituto Nacional de Estadística, 2024), and a high percentage of the population uses networks such as Instagram or WhatsApp to find information and make purchases.

The following section details the main strategic objectives of “Da terra á casa” related to the development of the digital campaign, as well as the specific strategies and actions designed to achieve them. These objectives were developed based on an analysis of the company's internal and external situation (SWOT).

1. Offer additional services.

SWOT: S4 (extras) + O4 (sustainability).

Strategies: personalized segmentation, product, and communication.

Actions:

- A11: option to select and suggest extras.
- A12: communication on Instagram and the website.

2. Generate a satisfying and personalized experience.

SWOT: S3 (differentiating value) + W6 (customer space limitations).

Strategies: positioning, product, and communication.

Actions:

- A13: hire a chef with interpersonal skills.
- A14: publicize the origin of products on the website.
- A15: ratings via QR code.

3. Establish a social media presence.

SWOT: W1 (low brand awareness) + O5 (digitalization).

Strategies: growth, positioning, and communication.

Actions:

- A17: social media campaigns according to a schedule.

4. Build customer loyalty.

SWOT: S2 (current license) + S3 (exclusive service).

Strategies: loyalty and product.

Actions:

- A18: 20% discount for repeat customers and announce it on social media.

5. Achieve market awareness.

SWOT: W1 (low brand awareness) + T3 (decline in out-of-home consumption).

Strategies: loyalty, positioning, and communication.

Actions:

- A19: weekly social media posts and stories.
- A20: billboard campaign.

6. Generate strategic alliances.

SWOT Analysis: S1 (current alliances) + O1 (institutional support).

Strategies: loyalty and distribution.

Actions:

- A23: participation in trade fairs and networking.
- A24: partnership with the A Coruña Hospitality Business Association.

Within the “Da terra á casa” marketing plan, a specific digital communication strategy focused on Instagram has been designed. Several studies indicate that Instagram is one of the most used social networks for searching for restaurants and sharing gastronomic experiences, which reinforces its suitability as the main channel for this communication strategy (Saputra et al., 2024). This strategy is based on the AIDA model (Attention, Interest, Desire, Action), which allows for structuring messages progressively to attract, retain, and convert users into loyal customers. Furthermore, the use of artificial intelligence, specifically ChatGPT, is incorporated as a support tool.

4. RESULTS

4.1. Objectives of the digital campaign

The specific objectives linked to the social media communication strategy are derived from several general objectives of the company's strategic plan. Below are the most relevant objectives for the Instagram campaign, along with the actions stemming from these general objectives.

1. Establish a social media presence: This objective is based on strategic action A17, which focuses on developing monthly social media campaigns aligned with the marketing calendar.
2. Offer additional services: This is based on actions A11 and A12, which include featured and interactive posts on Instagram and the website to promote extras related to the service.
3. Achieve market awareness: This objective derives from action A19, which proposes weekly posts and stories as a positioning tool within the Galician experiential cuisine sector.
4. Generate strategic alliances: This arises from actions A23 and A24, designed to foster contact with key suppliers, associations, and institutions through an active presence on social media.
5. Communicate the origin of products: Linked to action A14, which establishes the inclusion of educational content about locally sourced ingredients and designations of origin as part of the content strategy.
6. Execute scheduled advertising campaigns: Corresponds to action A17, which includes one-off collaborations and paid campaigns to reach new, segmented audiences.
7. Build customer loyalty: Stems from action A18, aimed at communicating discounts and exclusive benefits for repeat customers through social media.

8. Boost interaction and reviews: This objective is based on actions A15 and A19, which propose follow-up posts and stories as resources to encourage the generation of reviews.

4.2. Digital campaign calendar

Once the communication strategy objectives were defined, it was essential to establish a publication calendar to properly organize and plan the content. Since “Da terra á casa” does not have a professional community manager, the ChatGPT tool (GPT-4.0 version, via the chat.openai.com platform) was chosen for use during April and May 2025 to create this calendar. This required formulating a detailed and precise prompt (an instruction or text input given to an artificial intelligence to generate a specific response) that provided the AI with the necessary information to generate proposals aligned with the communication strategy. Based on this information, ChatGPT was asked to create a content calendar tailored to the project's needs and resources, using the following prompt: “Develop a three-month Instagram content calendar with a frequency of three posts per week (Mondays, Wednesdays, and Fridays). Each month should focus on a different phase of the AIDA model: the first month on Attention and Interest, the second on Desire, and the third on Action. The posts should align with the communication objectives and strategies outlined in the ‘Da terra á casa’ planning document. Use a variety of formats (reels, stories, carousels, and posts) and present the results in three separate tables, one for each month, organized by week and day.” Below are three tables (1, 2, and 3) that present the Instagram content calendar for a three-month period. The plan uses a frequency of three posts per week, resulting in a total of 36 pieces of content. Tables 1, 2 and 3 correspond respectively to months 1, 2 and 3 of the campaign, and distribute the content in a balanced way according to the objectives and phases of the AIDA model.

Month 1: Generating Initial Attention and Interest

Table 1 shows the schedule for the first month of the Instagram communication campaign for “Da terra á casa.” This schedule was designed using the AIDA model (Attention, Interest, Desire, Action), focusing in this first phase on the first two stages: attention and interest. Over these four weeks, the goal is to attract the target audience's attention through visual, dynamic, and interactive posts, as well as to spark their curiosity about the brand's culinary offerings. The posts have been planned in accordance with the previously established strategic objectives, such as generating brand awareness, increasing digital presence, offering additional services, and developing coherent communication strategies. Each piece of content addresses one or more of these objectives, using resources such as reels (short, vertical videos designed to quickly capture attention), stories (ephemeral content that encourages interaction), and carousels (posts that present sequences of images or ideas).

Table 1. Calendar corresponding to the first month of the campaign (source: own elaboration with ChatGPT, version GPT-4o, through the chat.openai.com platform)

Week	Publication 1 (Monday)	Publication 2 (Wednesday)	Publication 3 (Friday)
1	Introductory post about the chef and the brand	Reel "What is a home delivery experience?"	Interactive story: What would you include in an ideal dinner?
2	Post about complementary services (tableware, decoration, etc.)	Carousel: Value proposition "Da terra á casa"	Story: Survey on preferences (menu, location...)
3	Reel "This is our setup before the event"	Post contributor/local supplier (alliance)	Behind-the-scenes story + survey
4	Carousel of experience benefits (vs. restaurant)	Reel: Short testimonial (fictional client or AI)	Extras post: add magic to your dinner

Month 2: Awakening Desire and Positioning the Brand

Table 2 shows the content plan for the second month of the campaign. In this phase, the main objective is to advance through the Desire and Action stages of the AIDA model, focusing on stimulating a deeper interest in the potential customer and motivating them to interact directly with the brand. Posts are presented that reinforce the desire to consume through the emotional and symbolic value of local products, as well as their origin, authenticity, and exclusivity. At the same time, content aimed at promoting action is incorporated, such as sponsored ads, collaborations with suppliers, interactive surveys, and posts that promote personalized experiences. These actions are aligned with the previously defined strategic objectives, such as communicating the origin of the products, executing advertising campaigns, and consolidating the brand's positioning in the consumer's mind.

Table 2. Calendar corresponding to the second month of the campaign (source: own elaboration with ChatGPT, version GPT-4o, through the chat.openai.com platform)

Week	Publication 1 (Monday)	Publication 2 (Wednesday)	Publication 3 (Friday)
1	Post seasonal ingredients Km0	Carousel: History of a Local Product	Story + sticker "choose your favorite Galician ingredient"
2	Reel: real (simulated) customer experience	Campaign announcement (sponsored post)	Story with interesting facts about the chef and team
3	Suggested menu post + customization	Educational carousel: Galician	Story quiz: Where do you think it comes from....?

		Designations of Origin	
4	Reel about the creative process of a menu	Collaborative post with a wine or bread supplier	Post about packaging or sustainable details

Month 3: Fostering Action and Loyalty.

Table 3 outlines the content plan for the third month of the campaign. This stage focuses primarily on the final phase of the AIDA model, Action, aiming to encourage specific behaviors from the target audience, such as booking, recommending, interacting, or repeating experiences. Through posts centered on discounts, giveaways, links to booking forms, and personalized thank you messages, the goal is to strengthen the emotional connection with the customer and promote loyalty, understood as a natural extension of the digital communication cycle. This calendar is directly linked to the strategic objectives of achieving a sustained presence on social media, fostering interaction, gathering feedback, and maintaining an active and engaged community for the brand.

Table 3. Calendar corresponding to the third month of the campaign (source: own elaboration with ChatGPT, version GPT-4o, through the chat.openai.com platform)

Week	Publication 1 (Monday)	Publication 2 (Wednesday)	Publication 3 (Friday)
1	Post "Come back and save" (recurring customer discount)	Reel: Positive rating + review	Story with link to the booking form
2	Carousel: "5 reasons to repeat with us again"	Announcement of a special limited-time discount	Sticker "Have you taste us?" (open response)
3	Reel: 3-month brand summary	Customer testimonial + thank you	Story with a fake QR code or CTA for reviews
4	Giveaway: Dinner for 2 + post-term end-of-term celebration	Community appreciation story + metrics	Post preview of upcoming events

Overall, this calendar provides a clear and coherent structure for executing the digital campaign on Instagram, while also allowing for realistic implementation tailored to available resources. The phased planning of the AIDA model ensures that content evolves strategically over the three months, generating visibility, interest, desire, and action from the target audience. Based on this plan, the specific content for each post was developed, which is detailed in the following section.

4.3. Content generated with ChatGPT

The content developed for the "Da terra á casa" communication campaign, both visual and textual, was generated using artificial intelligence, specifically with the ChatGPT tool. This technological solution allowed for the creation of engaging posts, consistent with the brand identity and aligned with the previously defined strategic objectives.

To achieve this, detailed prompts (textual instructions entered into the artificial intelligence to request a result) were created, including the objective of each post, the brand's communication tone, and the key messages to be conveyed. Based on these prompts, ChatGPT generated texts adapted to the Instagram format, such as captions (short texts that accompany images on social media) and the images themselves, which were subsequently uploaded to the Instagram account. Each piece of content was then reviewed to ensure its suitability to the stylistic context of "Da terra á casa."

As a practical application, four posts were created corresponding to the digital campaign calendar, each representing a phase of the AIDA model. These posts aimed to illustrate how each stage of the model translates into concrete content adapted to the Instagram environment.

Furthermore, given that this is an SME that not only offers a service but also seeks to sell a distinctive gastronomic experience, conceptual images featuring models and idyllic settings were chosen. This type of visual representation allows the brand to be positioned in the consumer's mind, conveying feelings of exclusivity, care, and high perceived value. Far from simply showing the day-to-day operations of the business, the visual strategy is geared towards building an aspirational identity consistent with the desired positioning. Likewise, the use of artificial intelligence such as ChatGPT does not preclude the use of real images: if the appropriate material is available, this technology also allows for editing and adapting photographs of the team, such as the actual chef, maintaining aesthetic and communicative consistency according to the SME's specific needs.

4.3.1. Attention: show the differential value from the origin

The first post, created with ChatGPT, shows the chef shopping for seasonal and locally sourced products. The natural and approachable image captures the user's attention by showcasing the brand's genuine commitment to sustainability and local produce. This initial scene conveys authenticity and allows the brand's offering to be recognized from the first glance. Below are the prompts used to generate both the image and the accompanying text.

PROM - IMAGE: "Generate a photograph of a smiling chef in an apron, selecting fresh, seasonal ingredients at a local open-air market, with locally sourced products such as tomatoes, peppers, lettuce, and free-range eggs. Sunny setting, realistic illustration style, warm and vibrant colors, gourmet and natural aesthetic."

PROMT - CAPTION: "Create a creative and engaging Instagram caption for a photo of a smiling chef at a local market buying seasonal, locally sourced produce such as tomatoes, lettuce, peppers, and free-range eggs. The tone should be friendly, professional, and have a gourmet touch. You can include emojis related to cooking, sustainability, and local produce. Keep it to under 220 characters and encourage people to appreciate locally sourced food."

Figure 1 below shows the image and caption generated with ChatGPT from the aforementioned prompts.

Figure 1. Instagram post generated by ChatGPT (source: own elaboration with ChatGPT, version GPT-4o, through the chat.openai.com platform)



4.3.2. Interest: to connect emotionally with the brand message

The second post, also created with the ChatGPT tool, shows the chef in front of the company logo, accompanied by the text: "At Da Terra á Casa, every dish begins with a seasonal Galician product and ends on your table with the taste of truth." This content aims to spark interest by directly explaining the essence of the brand, appealing to values such as honesty, approachability, and quality products. Below are the prompts used in generating both the visual content and the descriptive text of the post.

PROMPT - IMAGE: "Generate a high-quality, realistic image for an Instagram post. The protagonist is a professional chef, around 40 years old, with a well-groomed beard and a friendly smile. He is wearing a white chef's jacket and a black apron. He is standing, looking at the camera, in front of a white wall where the "Da Terra á Casa" (Galician Food) logo appears in black letters. The lighting should be natural and soft, with a clean

background, a minimalist and professional aesthetic. The chef should convey confidence, approachability, and culinary excellence.”

PROMT - CAPTION: “Create an elegant, professional, and engaging caption for Instagram, introducing a top Galician chef and the company “Da terra á casa.” The tone should convey authenticity, gastronomic excellence, locally sourced cuisine, and tradition with a modern twist. The text should reflect the brand's philosophy (local produce, quality, gourmet experience) and the chef's commitment to seasonal flavors. You can include an emotional touch and a reference to Galicia. Maximum 220 characters. Option to include 2-3 subtle and sophisticated emojis.”

Figure 2 was generated using ChatGPT from the prompts described above.

Figure 2. Instagram post generated by ChatGPT (source: own elaboration with ChatGPT, version GPT-4o, through the chat.openai.com platform)



4.3.3. *Desire: to evoke emotions through cultural references*

The third post created by ChatGPT is a carousel composed of poetic phrases adapted from Galician writers, with the aim of strengthening the emotional connection with the audience. This content seeks to generate desire by connecting the gastronomic offering with the cultural identity and collective imagination of the target audience. Below are the prompts used in generating both the visual content and the descriptive text of the post.

PROMPT - IMAGE: Generate 4 square images (1:1 format) ideal for an Instagram carousel. Each image should showcase a haute cuisine Galician dish with gourmet plating, warm natural lighting, a neutral wood or ceramic background, and a delicate presentation of the product (fish, seafood, meat, seasonal vegetables). Above each image, add a short verse in Galician using elegant, legible white typography, placed in

the upper left corner. At the bottom right, it includes the name of the author of the verse (Rosalía de Castro, Manuel María, Uxío Novoneyra and Xosé Neira Vilas) with sober serif typography.

The verses to use are:

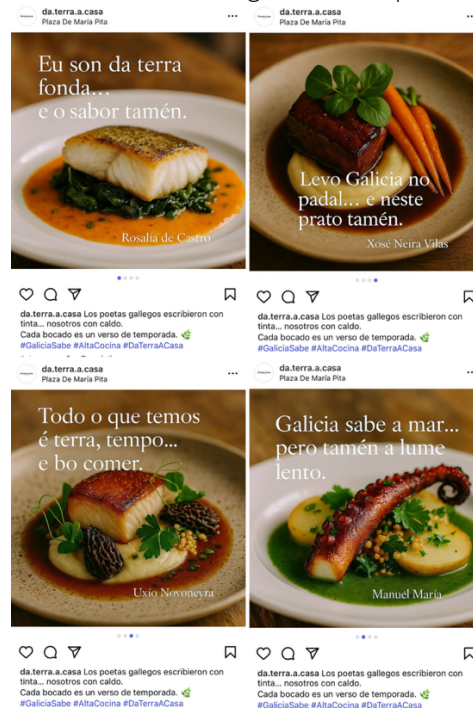
- “Eu son da terra fonda... e o sabor tamén.” — Rosalía de Castro
- “Galicia sabe a mar... pero tamén a lume lento.” — Manuel María
- “Todo o que temos é terra, tempo... e bo comer.” — Uxío Novoneyra
- “Levo Galicia no padal... e neste prato tamén.” — Xosé Neira Vilas

The visual style must be coherent between the 4 images: warm, gourmet, natural, poetic and sophisticated, reflecting the philosophy of “Da terra á casa”.

PROMT – CAPTION: “Create an Instagram caption to accompany a carousel of four Galician haute cuisine dishes, each illustrated with a verse from a Galician poet (Rosalía de Castro, Manuel María, Uxío Novoneyra, and Xosé Neira Vilas). The text should convey emotion, elegance, and authenticity, combining culture, gastronomy, and the land. The tone should be poetic yet accessible, highlighting the value of local produce, Galician origin, and soulful cuisine. You may include one or two subtle emojis related to the land or food. Maximum 300 characters.”

Figure 3, created with ChatGPT from the prompts indicated in the previous section, is shown below.

Figure 3. Instagram post generated by ChatGPT (source: own elaboration with ChatGPT, version GPT-4o, through the chat.openai.com platform)



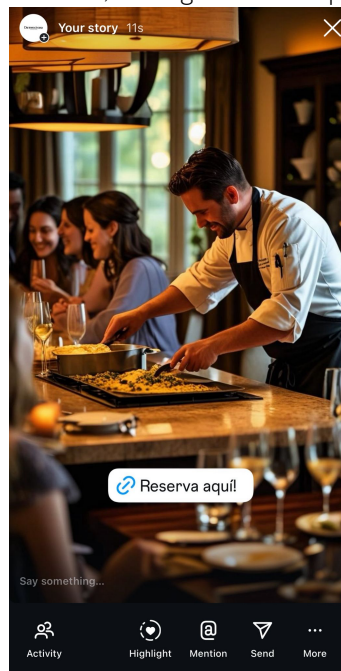
4.3.4. Action: incentivize purchase decisions and participation

The latest post is a story featuring the chef sharing a dinner, with a direct link for reservations. The ephemeral nature of this format, along with the interactive button, aims to encourage immediate user action, facilitating the transition from interest to conversion. The prompt used to generate the story is presented below.

PROMPT - IMAGE: "Generate a high-quality vertical image of an open kitchen with a warm and elegant ambiance. In the center, a young, professional chef with a short beard and dark apron serves food from a tray or casserole dish on a light stone countertop. Around him, a group of well-dressed people (30s-40s), smiling, enjoy the experience seated with glasses of wine and elegant plates. The lighting is soft and inviting, with pendant lamps above the table and natural light streaming in through a large window. The setting conveys an intimate, sophisticated, and gourmet dining experience, with attention to detail in the presentation and gestures."

Figure 4, created with ChatGPT from the prompt described above, is shown below.

Figure 4 . Instagram Story generated by ChatGPT (source: own elaboration with ChatGPT, version GPT-4o, through the chat.openai.com platform)



4.4. Evaluation metrics

To evaluate the effectiveness of the communication strategy on the designed Instagram profile, specific metrics aligned with each phase of the AIDA model (Saputra et al., 2024) will be used. These metrics allow for a quantitative analysis of the performance of posts generated with ChatGPT and their impact on the target audience. To facilitate interpretation, the metrics are organized according to the phases of the model followed.

Attention:

- Impressions: number of people who have seen the post or story.
- Reel views: useful for measuring the reach of short videos with viral potential.
- Hashtag reach: how many users discover the brand through key hashtags.

Interest:

- Likes, saves, and shares: indicate an emotional connection or perceived usefulness of the content.
- Comments: reflect active user engagement and the start of a dialogue with the brand.
- Profile clicks: number of times users access the profile from a post.

Desire:

- Views of full carousels: measures sustained interest across multiple images.
- Inquiries received via direct message: show explicit expressions of interest from users.
- Survey interactions: participation in product-related activities.

Action:

- Clicks on external links (booking form, website): conversion-oriented behavior.
- Participation in sweepstakes or promotions: direct response to calls to action.
- Number of bookings made: final indicator of sales conversion resulting from the campaign.

In addition to these quantitative metrics, the qualitative analysis of comments, follower growth, and overall engagement level will be considered.

Ultimately, the selected metrics provide a clear basis for evaluating the digital campaign should it be implemented in the future. Although they haven't been applied in a real-world setting, their definition provides a useful framework for evaluating the performance of proposed actions and guiding potential improvements. The ability to quantitatively measure aspects such as reach, engagement, and conversion reinforces the strategic nature of the developed plan and lays the foundation for more professional, data-driven, and results-oriented social media management.

4.5. Results analysis

The analysis of the results shows a clear alignment between the proposed communication actions and the company's strategic objectives. It is worth noting that the need to achieve market awareness is addressed through frequent, visually appealing, and emotionally engaging posts designed to capture attention and reinforce digital positioning. Similarly, the objective of building customer loyalty is pursued through giveaways, discounts, and thank-you messages. Furthermore, the desire and conversion phase is stimulated with calls to action that encourage booking, recommendations, or

interaction with the brand. This coherence between content and strategy reflects solid planning based on the specific needs of the project.

From an operational standpoint, the use of ChatGPT has allowed for the translation of complex objectives into clear and actionable content proposals, resulting in considerable savings in time and effort. Compared to a traditional strategy based on outsourcing to agencies or manual content production, artificial intelligence has provided agility, consistency, and a high degree of personalization. This experience highlights the value that this type of technology can bring to companies that wish to professionalize their communication without significant investment. As Saputra et al. (2024) pointed out, many small businesses face barriers related to a lack of resources, time, and technical expertise. This study confirms that, with a clear strategy and well-defined objectives, the use of artificial intelligence tools can reduce these barriers and facilitate access to high-quality digital communication.

Although real metrics were not generated because this was a simulation, the developed plan allows us to anticipate certain measurable benefits. The frequency of publications, the balance between formats, and the linking of each piece of content to specific objectives increase the likelihood of generating attention, interaction, and conversion. If the campaign were implemented, it would be possible to evaluate results using indicators such as reach, engagement rate, and the number of bookings generated, which would allow for adjusting future actions and consolidating the company's digital strategy.

Overall, the designed proposal has successfully integrated business objectives, communication structure, and technology in a coherent manner, offering a realistic and applicable roadmap in the context of a Galician SME focused on the gastronomic experience.

5. CONCLUSIONS

This work has allowed us to delve deeper into how a small business in the restaurant sector can design an effective digital communication campaign on social media using accessible tools like ChatGPT. One of the objectives was to analyze how artificial intelligence can be applied to the design of communication strategies for small businesses in the food sector. Likewise, we also aimed to evaluate the usefulness of the AIDA model as a structure for organizing content and to determine if a tool like ChatGPT could partially or completely replace the role of a professional community manager. Finally, the goal was to design a realistic and viable campaign that would serve as a roadmap for the company.

Regarding these objectives, it can be stated that they have been achieved. A campaign structured around the AIDA model has been designed, real content applicable to the "Da Terra á Casa" brand has been generated, and it has been demonstrated that

ChatGPT can be a valid tool to support the digital communication of SMEs. Furthermore, a system of metrics has been established that would allow us to evaluate the impact of the campaign if applied in a real-world context.

However, the study has some limitations. First, the campaign was not actually implemented on an Instagram account, so empirical data to validate the effectiveness of the posts could not be collected. Second, although ChatGPT was used as a content generator, this type of tool has limitations regarding visual creativity, emotional tone, and cultural nuances that might require additional human adjustments. Finally, since the company was simulated, external variables such as direct competition or market seasonality were not taken into account.

Despite these limitations, the results of this work offer a promising path for small businesses that want to professionalize their communication without significant resources. Tools like ChatGPT can provide an opportunity to lower the barriers to entry in the digital environment, compete on equal footing with larger companies, and develop solid strategies based on data, creativity, and planning. In a context of constant technological transformation, these types of solutions represent an accessible, scalable alternative with great potential for the future of Galician SMEs and the local business community.

6. AUTHORSHIP STATEMENT ACCORDING TO CRediT TAXONOMY

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