

SOCIAL MEDIA STRATEGIC PLAN

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INTRODUCTION

PHYSICAL PRESENCE

- A small independently-run pound cake business
- Foundation built on relationships – friends, family word of mouth
- Run from home cakes are freshly made-to-order and delivered or picked up by customer

DIGITAL PRESENCE...

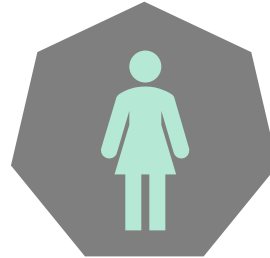
- Barely existent
- Part-Time
- Staggered one-dimensional content

AUDIENCE

Dallas/Fort Worth,
Texas



95% Women



Ages 35-44 (28%)

Ages 45-54 (25%)



ABOUT THE INDUSTRY

- Sweet Sweet Pound Cakes greatest competitors are in-store bakeries which have not historically marketed their products on social media
- 43% of consumers purchased non-special occasion desserts
- Important factors to consumers: Natural Ingredients, Flavors, No high-fructose corn syrup

STRATEGY



Grow Sweet Sweet Pound Cake's presence, reputation and social media followers from 433 followers to 1,000 followers (a 114% increase) on Facebook and to 500 on Instagram by Thanksgiving 2018 among North Texans who have an interest in baking and homemade goods.

TACTICS

01

REPUTATION

- The authority on all things pound cake.
- Participate in online conversations about desserts, specialty bakeries, natural ingredients, industry news, customer testimonials and, of course, pound cake
- Raising Awareness - #SweetSweetPoundCakes
- Increase Engagement

03

PARTNERSHIPS

- Influencer Marketing

02

CONTENT

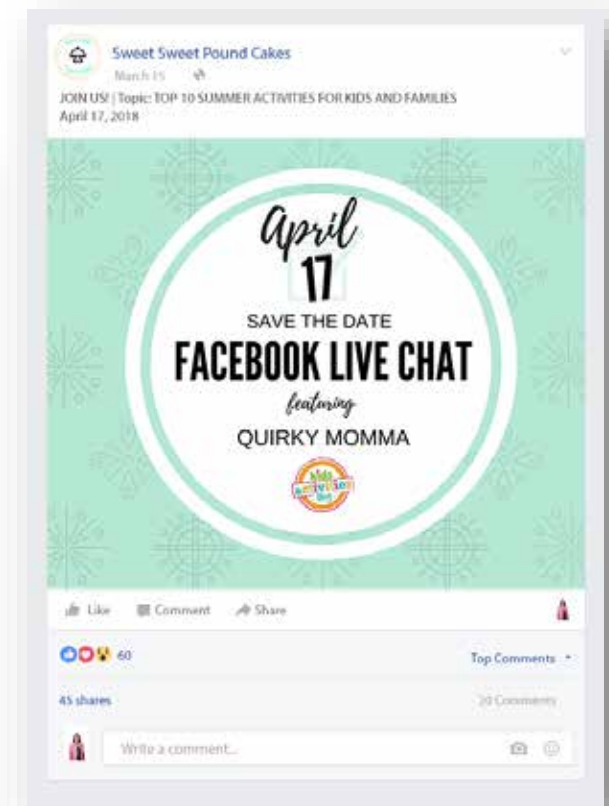
- Video, graphics and images
baking-type content: recipes, ingredient spotlight, baking tips
- Freshness, convenience and natural ingredients
- 4-6x per week on FB and Instagram; repurpose

04

CONTESTS

- Quarterly Contest to attract more followers and fans

CREATIVE ASSETS



MEASUREMENT



Buzzsumo



 **Google Analytics**

socialmention*
Real-time social media search and analysis:

THANK YOU

