

Social Media Strategy Paper



Danielle Marshall
COM627- Professor Kelly Lux
March 25, 2018

INTRODUCTION

Sweet Sweet Pound Cakes is a small pound cake business. The business foundation is built on relationships. In the early days of the company, business was generated through friends, family and word of mouth. Heavily dependent on cultivating and maintaining positive relationships, the company decided to launch a Facebook page to begin developing *social* relationships by marketing the pound cakes on the social media site. As the company expands its digital footprint, its physical location remains in-home. Since its inception, Sweet Sweet Pound Cakes has been operating out of the founder's home. Each pound cake is made to order and delivered or picked up by the customer.

CURRENT SOCIAL MEDIA OBJECTIVES

A few factors about the brand to consider are time and initial online presence. The founder, Aisha Torrey-Sawyer, runs the company part-time – in addition to her full-time job as an inclusion officer at a university in North Texas. Another factor, common among small businesses' marketing on Facebook, is Sweet Sweet Pound Cakes does not currently have a strategy or plan guiding posts or a posting schedule. As a result, the company doesn't post regularly and is often guided by major U.S. holidays and special events for posts and outreach. The brand also has an Instagram account, but it was only opened to reserve the name in the case it decides to expand its social presence. This proposal will focus on tactics and initiatives considering the aforementioned crucial factors of time and lack of online presence. Specifically, this report will primarily use Facebook and Instagram as platforms for marketing. The previously mentioned platforms will serve as effective means toward fulfilling new objectives, which is outlined in a later section of this paper. Prior to introducing a refined social media strategic goal, it is

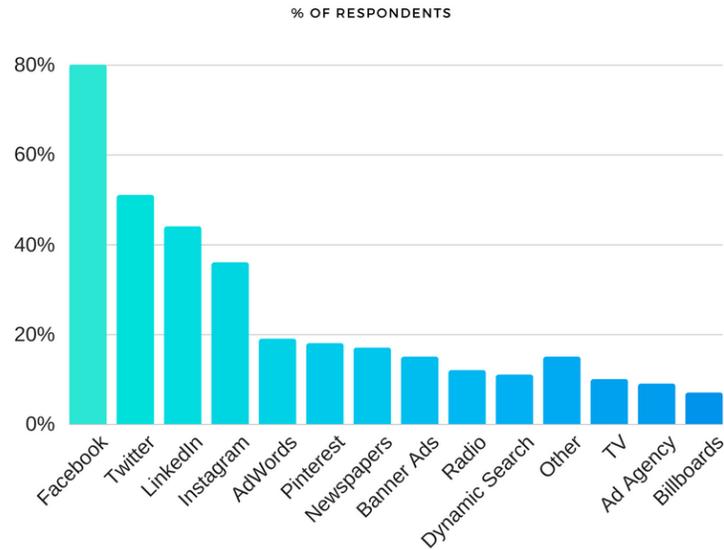
important to examine Sweet Sweet Pound Cakes current social media demographic and its strategic competitive positioning in this space.

USING FACEBOOK

A recent report from eMarketer stated that per G2 Crowd, 80 percent of U.S. small business owners use Facebook as their main marketing tool over more expensive digital marketing services such as Google Ad Words, ad agencies and traditional media such as radio, newspaper and television (Chadha, 2017). Considering its selective targeting abilities and potential for extensive reach, the social media platform has been the primary site of use. Additionally, popularity is promising for small businesses using the site for marketing purposes. According to the Pew Research Center, Facebook has been the primary platform for most Americans with 68 percent saying they are users and three quarters of the users report they use the site daily (Anderson & Smith, 2018).

Aside from Sweet Sweet Pound Cakes, the founder, Aisha, and a colleague started a Facebook page to host live cooking shows and have partnered with a blog that has three million followers to create videos monthly. In the videos, she has mentioned her pound cakes, but there has never been a concerted effort to proactively push them on the channel.

MARKETING CHANNELS USED BY US SMALL- BUSINESS OWNERS/MANAGERS, MARCH 2017



Note: At least once a month
Source: G2 Crowd. "Crowd Views: Edition 3 - Small Business," Sept 4, 2017; eMarketer.com

LEVERAGING INSTAGRAM

Well known as a photo sharing app, wading in to Instagram usage will be beneficial for Sweet Sweet Pound Cakes because of the visual nature of the business. Last September, eMarketer published an article detailing how engagement with Instagram video is surging. As part of an overall trend for businesses and marketers to incorporate more of video (2017), Instagram would be a perfect fit. While no current activity or metrics exist for the brand on the social media platform, I am confident that many of the brand's Facebook content can be repurposed for Instagram based on changing the captions and using well-designed graphics.

CONTENT TYPES THAT SMB* MARKETERS WORLDWIDE PLAN TO USE MORE, JAN 2017



Note: In the near future; *SMB= Small and Medium Sized Businesses
Source: Social Media Examiner, "2017 Social Media Marketing Industry Report," May 23, 2017: eMarketer.com

AUDIENCE

Based in the Dallas/Fort Worth metroplex, Sweet Sweet Pound Cake's Facebook followers and fans are 95% women and live in Fort Worth, Dallas and New Orleans. Women between the ages 35-44 comprise 28% of the brands followers, followed by the 45-54 age range at 25%. Older (55-64) and younger (25-34) followers even out at 17% each.

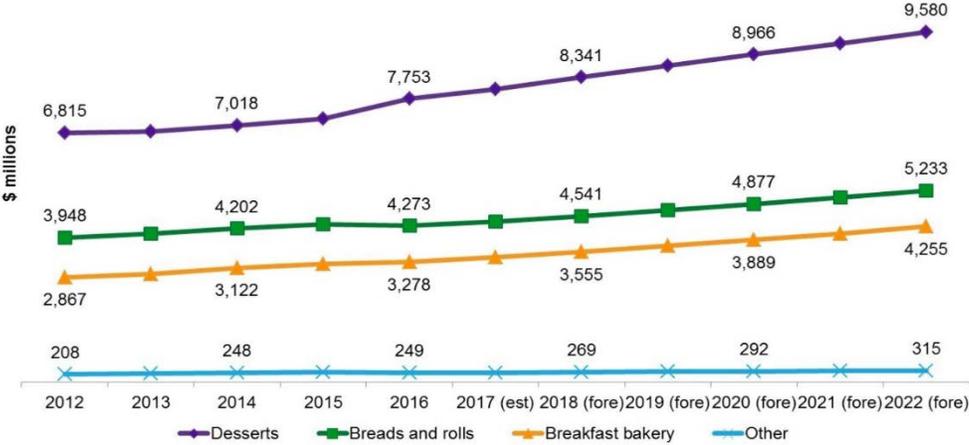
Based on the brand's Facebook analytics, days in which new content was posted saw the highest impressions and reach. Audience engagement was the highest on each of those days also, in the way of clicks, likes and comments.

INDUSTRY NOTES

Sweet Sweet Pound Cakes greatest competitors are in-store bakery desserts which have not

historically marketed their products on social media. According to Mintel Academic’s breakdown of US retail sales and forecasts of in-store bakery products, it’s projected to increase by \$2 billion over the next five years. To further support the Mintel study’s findings, Mintel also reported that over the past two years (2015-2017), 43% of consumers purchased items from an in-store bakery for a non-special occasion dessert, while 28% made the purchase for a special event.

Lastly, the sales report detailed what factors consumers cite as most important when they choose an in-store bakery item. They are as follows: 32% seek all-natural ingredients and 25% look for novel flavor combinations and no high-fructose corn syrup (26% each). Regarding consumer preference, 29% of recent shoppers to in-store bakeries expressed interest in specialty cake options (Mintel Academic, 2017).



.Source: based on IDDBA, "What's In Store"; Progressive Grocer, "Bakery Operations Review"; Nielsen Fresh/Mintel

Understanding the desires – freshness and natural ingredients – and shopping habits of consumers will help Sweet Sweet Pound Cakes create relevant and compelling Facebook content for current and potential consumers

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

This section enumerates the various intentional tactics used to accomplish the strategic goal. Four specific areas are used as the organizing principles: reputation, contests, contents, and partnerships.

1. **Reputation:** Positioning Sweet Sweet Pound Cakes as the authority on all things pound cake will prove to be beneficial. To achieve this effort, I suggest participation in online conversations about desserts, specialty bakeries, natural ingredients, industry happenings, customer testimonials and, of course, pound cake. Raising awareness should be a top priority of the brand, as should be implementing the existing hashtag, #SweetSweetPoundCakes. On Facebook, the brand's reputation can grow with increased engagement. Conversations can be via Facebook Live video, or as text engagement in response to questions from followers on the business page, on other pages with a similar, but non-competitive product, online forums or via custom content from the brand.

The content mentioned here can work in conjunction with the overall content strategy listed below, as well as with potential partnerships.

On Instagram, launching a campaign for awareness would be the starting point for Sweet Sweet Pound Cake. With an established presence on Facebook, the brand would be starting from scratch on Instagram. I see Instagram being used as a way to introduce Sweet Sweet Pound Cakes and its owner, Aisha, to followers. Simultaneously, as we introduce Aisha to new followers, the brand will engage with other brands and influencers to begin to take part in the greater conversation and relationship building process. This includes commenting, liking and following local dessert enthusiasts.

2. **Contests:** To acquire new customers, I suggest we run a quarterly contest so fans who have never ordered from Sweet Sweet Pound Cakes, can have an opportunity to try the product and share their experience on social media, and most importantly, convert to a paying customer.

The contests are rooted in the element of engagement by valuable contributions.

According to the asynchronous lecture during Week 3 about how to engage your audience, Monica Guzman from the Seattle Times discussed different ways to engage your audience. One of the methods she shared was to invite valuable contributions from your audience ensuring you make it easy for them to contribute and reward them for participating (Glass, 2015). In the case of a Facebook contest, the valuable contribution from followers would be providing the names of others they'd recommend try the product. The winner will be a new fan of Sweet Sweet Pound cake and the referrer will be featured on the page as the "Sweetest Around" for making the introduction and encouraging an important principle from which the company was founded – building relationships.

On Instagram, contests will be based around photographs and video and will be run by requesting followers to use a specific hashtag when they post their content submission. For example, a contest can be in response to a unique feature of the business. If Sweet Sweet Pound Cakes promotes the convenience of the service as a reason people should make a purchase, the brand can run a campaign asking followers to share how much time they'll save by ordering a cake instead of buying or making one. The best submission will win a pound cake.

3. **Content:** Aside from posting about upcoming holidays and reminding fans to place their orders, industry-related content is missing from the Sweet Sweet Pound Cakes Facebook page. To ensure the brand remains relevant to followers, creating or sharing baking-type content, including recipes, ingredient spotlight, baking tips and more, has the potential to keep fans engaged with the brand. Ideally, Sweet Sweet Pound Cakes will become the subject matter expert on pound cakes in North Texas.

Content should not be restricted to copy, rather should include video, images and graphics. According to eMarketer, when Social Media Examiner polled small businesses about content types they plan to use more of in 2017, three-quarters said they plan to use more videos and 61% said they plan to increase live streaming (Chadha, 2017).

As a starting point, I suggest the content revolve around the natural ingredients, freshness and convenience of Sweet Sweet Pound Cakes and to remain relevant to audiences (e.g., Mintel Academic, 2017), I recommend a posting frequency of 4-6 times a week on Facebook and Instagram. Since the brand focuses on one product, innovation is

important when it comes to content. Much of the content and stories that will be shared have already been told, so the challenge is to reintroduce those stories as they apply to the brand and use the art of storytelling to make them unique and set apart from competitors (AdWeek Digital, 2015).

Considering the time constraints as mentioned earlier with the brand, I recommend repurposing Facebook content as Instagram content until the brand is able to focus more fully on Instagram as a unique platform to their business.

4. **Partnerships:** Explore ways to increase brand awareness in the form of influencer marketing with individuals and local bloggers. On Facebook, the brand has an existing relationship with Quirky Momma, a mommy blogger who shares children's activities and DIY crafts and foods for the family. Currently, the extent of that relationship hasn't been fully developed, but it taps into our primary target market by age, gender and location. Finding new ways to capitalize on this existing relationship can help increase Sweet Sweet Pound Cakes fan base. Additionally, participating in or attending local home and food-centered trade shows as an exhibitor, attendee or workshop presenter can encourage more partnerships if deemed appropriate for our Facebook audience. Focusing on the current target market of women in the Dallas/Fort Worth metroplex between the ages of 35-54 provides many options to consider with regard to local social media influencers. On Instagram, for instance, I've identified the @Fortuitousfoodies Instagram page. With 12.8k followers, the account is run by two sisters who are in their mid-thirties and pride themselves on loving and exploring new food and lifestyle brands in the North Texas

region. Their engagement is much higher on Instagram than on Facebook and I think that has to do with their target demographic. Engaging with their brand will be beneficial for our strategy because of their location, audience and content. Due to the lack of deliverability options for the brand's product, local influencers are integral to promoting Sweet Sweet Pound Cakes. @Fortuitousfoodies content is appealing because it's relevant to women in various stages of their lives. For example, the sisters both recently had babies and now feature more content that is targeted toward moms, but they still maintain a nice balance. One of their recent posts highlighted a local brownie maker who provided sweets at one of their baby showers. They highlighted the brownie company on their Instagram page and added credibility to the brownie company brand by mentioning how much shower guests loved the dessert and encouraged followers to get in on the goodness of the delicious snack, too.

SOCAL INFLUENCER PITCH

Cultivating relationships with customers is just as important as creating lasting relationships with social media influencers. According to Sprout Social, influencers increase, among many things, a brand's SEO via more brand mentions and increased backlinks (York, 2017). Sweet Sweet Pound Cakes recently launched a new website and the conversion goal is directly tied to the website order submission form. Knowing how closely the online business goals are tied to SEO makes using an influencer all the more attractive.

After researching multiple influencers, in the North Texas area, I propose partnering with [Quirky Momma](#). Previously familiar with Quirky Momma from another independent project, Sweet Sweet Pound Cakes has an existing relationship with the mommy blogger and brought that connection to my attention. The Quirky Momma Facebook page has more than 3 million followers and the majority of the content is activities to do with kids, including DIY foods and crafts. Since the Sweet Sweet Pound Cakes brand is not planning to give tutorials on how to make its product, I propose we leverage this partnership to reach busy moms who don't have time to cook or bake for an upcoming party or holiday and could benefit from the convenience of ordering a custom, fresh pound cake. On the Quirky Momma Facebook page, a number of posts promote a product and include affiliate links for its followers. While this is an option that I suggest we keep in our back pocket, I recommend creating a plan of approaching Quirky Momma with ideas of how her brand can collaborate with Sweet Sweet Pound Cakes and include her as an influencer. This partnership is also attractive to the brand because Quirky Momma is local to Sweet Sweet Pound Cakes. See below for a proposed letter to Holly Homer, founder of the site.



Dear Holly,

As you may know, aside from my monthly "How Do You Dough" cooking show with my partner Janice, I also run a small business selling pound cakes. The cakes are my grandmother's recipe and I have fond childhood memories of helping her bake when I was younger. When I came across the recipe a few years ago, I decided to start making them on my own, just like grandma used to make!

What began as a hobby quickly turned into a passion and growing business. As I consider my loyal customer base and the relationships I've built throughout the years, I am eager to build digital relationships with potential customers via my new website and existing Facebook page.

I admire what you've done with Quirky Momma and applaud you for your continued success.

With that, I'm hoping we can leverage our existing relationship and you will consider partnering with us as we focus on increasing awareness about our brand to women in North Texas.

In the immediate future, I have two ways in which I'd like to collaborate:

1. Feature you on my page as someone who has been supportive of my previous venture and highlight your successful blog with my followers, many of whom are parents, especially as we approach summer.
2. Second, I'd like for you to review my pound cakes. I noticed in your Facebook bio your personal interests include eating cake, so I have reason to believe this will be right up your alley. Much of my business got its humble start from word-of-mouth buzz and I believe it's extremely powerful in influencer marketing. I'd like to make and send you a pound cake flavor of your choosing and request you write a review about it highlighting

the flavor, freshness and convenience of the product. Your honest opinion is appreciated!

If you're open to considering the proposed partnership, I'd love to discuss it further.

Sweetly,

Aisha

#SweetSweetPoundCakes

SWEET SWEET POUND CAKES SOCIAL MEDIA GUIDELINES FOR EMPLOYEES

Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies employees are expected to live every day. Our social media presence is integral to our business and is a value-add in creating and sustaining relationships. As such, Sweet Sweet Pound Cakes employees and social media moderators acting on behalf of the company are expected to follow the following policy and act in a responsible manner when using the brand's social media platforms.

What You Should Do:

- **State That It's YOUR Opinion:** Unless authorized to speak on behalf of Sweet Sweet Pound Cakes, you must state that the views expressed are your own when engaging on social media from your personal account(s).
- **Protect Yourself:** Be careful about what personal information you share online.
- **Act responsibly and ethically:** When participating in online communities, do not misrepresent yourself or speak on behalf of the brand unless directed to do so.
- **Honor Our Differences:** Sweet Sweet Pound Cakes will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).

What You Should Never Disclose:

- **The Numbers:** Non-public financial or operational information including strategies and forecasts. If it's not already public information, it's not your job to make it so.

- **Personal Information:** Never share personal information about our customers or other employees or partners.

If you have questions about the above policy, don't hesitate to ask!

This policy adapted from <http://forums.bestbuy.com/t5/Welcome-News/Best-Buy-Social-Media-Policy/td-p/20492> per <https://blog.hootsuite.com/social-media-policy-for-employees/>

SWEET SWEET POUND CAKES SOCIAL MEDIA GUIDELINES FOR COMMUNITY MEMBERS

Let's chat over dessert! We're all here because we love pound cake, so here are a few reminders to ensure you have a tasty time with others while you're visiting our page.

- **Sweet as sugar:** Be nice. Be respectful of others views and opinions. Remember: it's okay to agree to disagree about your favorite flavor.
- **No Burning:** Please do not degrade or insult others on this page. Personal attacks, aggressive negative comments about fans, followers or contributors will not be condoned. We want this to be a place where everyone can express their cake joy without haters.
- **Mix it up:** Don't be shy! Engage with us and other fans of Sweet Sweet Pound Cakes. You'll probably meet someone new but try not to stray too far off topic while messaging on our page.
- **Sharing is caring:** See something you love? Don't be afraid to hit that "share" button and spread the goodness. While we support other small businesses, please no self-promotion. If you'd like to partner with Sweet Sweet Pound Cakes for a project or initiative, contact us via our website, SweetSweetPoundCakes.com
- **Now, for the icing:** This page is all about dessert, so please no SPAM.

MEASUREMENT

In considering which measurement platforms to engage for Sweet Sweet Pound Cakes, it's important to consider how they align with business goals and to look beyond only using the native analytics platforms. Olivier Blanchard was interviewed at the IBM Impact 2014 Conference and noted that a company's social objectives should align with the business objectives (Delighted Robot, 2014). As such, Google Analytics will be a primary tool to observe the number of people who originated from one of the brand's social media channels, and ultimately directed to the site to place an order. This correlates with the reputation tactic and is understood in terms of awareness since customers made it to our website. In addition to measuring visits, the variety of data Google Analytics can measure also allows for deeper insights about the site visitor's demographics and habits.

In conjunction with Google Analytics, Facebook and Instagram Analytics will be used to measure engagement on its respective social sites, specifically regarding contests and content as it relates to the brand's presence. Since Instagram is new to the brand, constant monitoring and evaluation are necessary to ensure the right visual message is getting to the target audience. While Facebook is primarily used by the brand, but not consistently, the platform's plethora of data can help refine content based on reach, time and engagement. I propose daily monitoring as initiatives of each tactic are implemented.

Other measuring and social listening tools will include Social Mention and BuzzSumo. Currently absent from search results on Social Mention, the site will detail the sentiment of the brand and is an effective tool in measuring awareness.

CONCLUSION

This is an exciting time to build the digital presence of Sweet Sweet Pound Cakes. With the proposed plan, measurement tools and ample planning, I am confident we will be able to meet the goal as listed in our strategy.

This plan doesn't set out to change the existing relationship the brand has with loyal customers, rather open the brand up to opportunities for new relationships in the digital space. While much different from surrounding bakeries and cake shops, Sweet Sweet Pound Cakes is uniquely positioned to capitalize on an untapped digital audience in an exclusive way.

Throughout the planning and execution process of the proposed strategy, we will continually monitor progress and adjust as necessary to ensure we are on track to meet our goal. We will employ social listening tools to monitor awareness and measure engagement beyond clicks, likes and views. While tracking basic metrics, we want to understand more about Sweet Sweet Pound Cake's customer base and how we can assist in developing one part of the larger sales funnel by cultivating relationships, raising awareness about the brand and collaborating with others in the digital space.

Thank you for the opportunity to present this proposal and strategy to you.

CREATIVE ASSETS/ SAMPLE VISUALS

Social Video: <https://youtu.be/Va5pThVV9g>



Facebook

Sweet Sweet Pound Cakes
March 15

JOIN US! | Topic: TOP 10 SUMMER ACTIVITIES FOR KIDS AND FAMILIES
April 17, 2018

April 17
SAVE THE DATE
FACEBOOK LIVE CHAT
featuring
QUIRKY MOMMA

Like Comment Share

60

45 shares 20 Comments

Write a comment...

Sweet Sweet Pound Cakes
March 20

There are more than 8 different types of flours used for baking. We love how this article breaks down the different types and best uses for each.

Comment on which types you've used! Was it a hit or miss?

#FlourPower <http://bit.ly/2ui0qtW>

flour
POWER
8 DIFFERENT TYPES & USES

Like Comment Share

660

1,397 shares 1K Comments

Write a comment...

Instagram

Sprint 9:33

SweetSweetPoundCakes

 **60** posts **150** followers **100** following

[Edit profile](#)

Pound Cakes
Like Grandma Used To Make
Dallas/Fort Worth
SweetSweetPoundCakes.com/Order



Home Search Post Like Profile

Sprint 2:47

Instagram

 **SweetSweetPoundCakes**



WILL YOU BE MY VALENTINE?

Like Comment Share

143 Likes

SweetSweetPoundCakes Order your Love Cake now! What flavor do you #Love? #HeartCake

Home Search Post Like Profile

BIBLIOGRAPHY

AdWeek Digital. (2015, January 30). *8 Ways to Become a Better Storyteller Through Social Media*.

Retrieved from AdWeek: <http://www.adweek.com/digital/8-ways-to-become-a-better-storyteller-through-social-media/>

Anderson, M., & Smith, A. (2018, March 1). *Social Media Use in 2018*. Retrieved from Pew

Research Center: <http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>

Chadha, R. (2017, September 20). *Small Businesses Crowd Facebook, Twitter for Marketing*.

Retrieved from EMarketer:

<http://totalaccess.emarketer.com/article.aspx?r=1016499&ipauth=y>

Delighted Robot. (2014, May 1). *Social Media ROI (Olivier Blanchard Interview)*. USA.

Glass, J. (Director). (2015). *3.5 How to Engage Your Audience* [Motion Picture].

Mintel Academic. (2017, June 1). *Market Breakdown - In-Store Bakeries - US - June 2017*.

Retrieved from Mintel Academic:

<http://academic.mintel.com.libezproxy2.syr.edu/display/840115/>

York, A. (2017, March 08). *How to Identify Your Social Media Influencers*. Retrieved from Sprout

Social: <https://sproutsocial.com/insights/social-media-influencers/>