

Cupcake Shop – Case Study

This case study is about a cupcake shop in Florida. They specialize in gourmet cupcakes, gelato, macaroons, cookies and custom-made cakes.

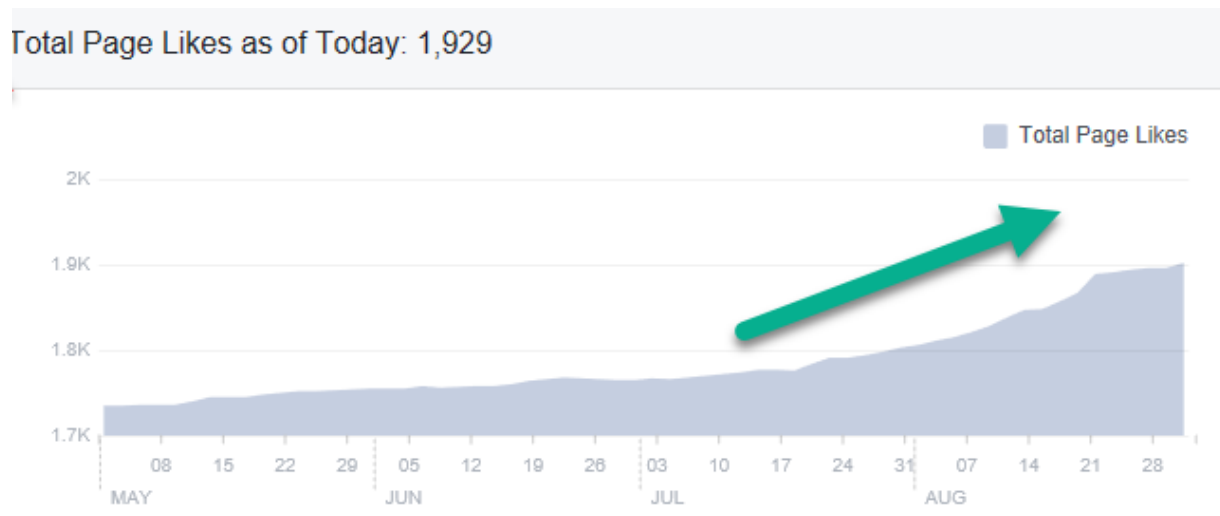
Before

The business owner knew the importance of Facebook, but just didn't have the time to post on a regular basis or how to properly utilize the power of Facebook marketing. She admitted she was very busy and just didn't have the time. When approached with the opportunity, she was very relieved to have someone manage her Facebook page on her behalf.

After

Page Likes

Once the team started to manage the page, the page likes began to steadily grow over time. Most importantly the likes are TARGETED based on the area and specific interests.



Page Reach

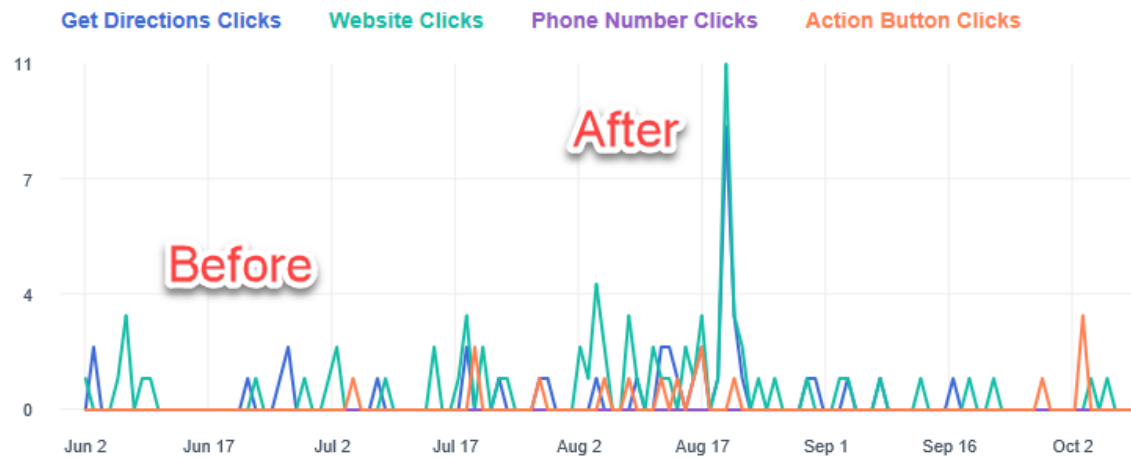
The REACH continues to increase, meaning more and more people are seeing the page and the posts.



Page Actions

People that are visiting the page are taking action with clicking to the website, clicking the “get directions” button and clicking the “call now” button.

Total Actions on Page



Individual post reach before was between 223 with the highest at 980. There was low engagement and it was very inconsistent.

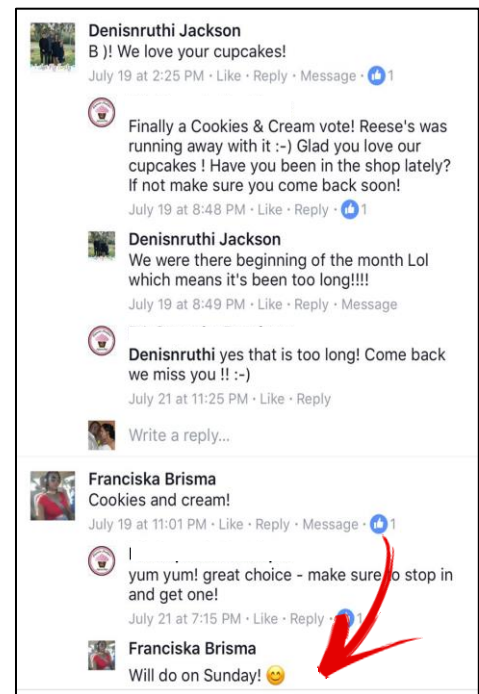
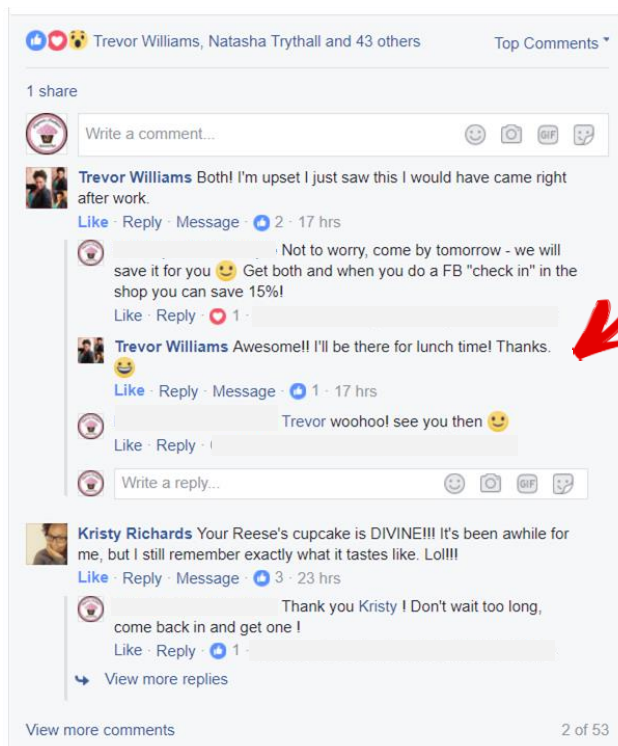
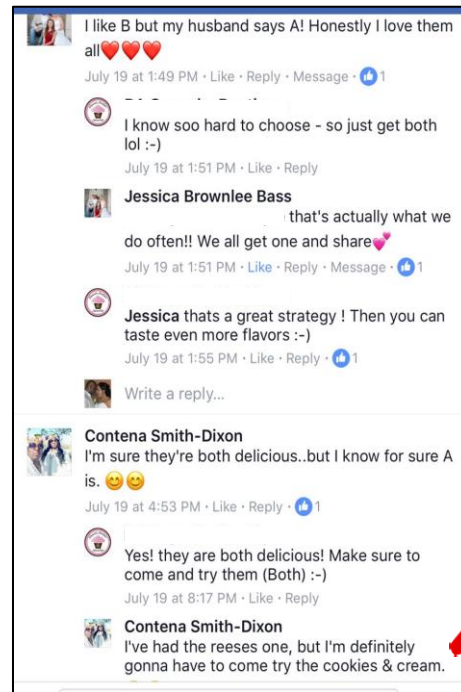
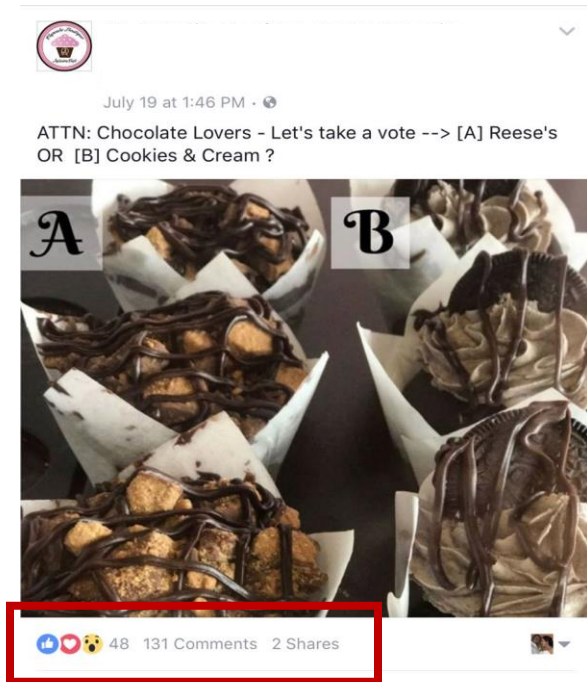
				Reach	Engagement	
04/29/2017 11:14 pm	 Thank you all again for a wonderful week! Please remember DA			292 	11 	Before
04/16/2017 8:18 am	 ... will be closed today 4/16/17 and 4/17/17.			228 	35 	
04/09/2017 9:05 am	 Good morning. We will be closed from 4/9/2017 and 4/10/2017.			223 	23 	
01/01/2017 1:25 am	 Happy New Year !!!			801 	2114 	
12/29/2016 6:05 pm	 #everythinggourmet #gourmeteverything #gourmetcakes #gourmet			980 	3213 	
12/29/2016 6:03 pm	 #everythinggourmet #gourmeteverything #gourmetcakes #gourmet			792 	163 	
12/23/2016 11:59 pm	 Happy Christmas Eve Everyone!!! We will close at 4pm today a			272 	113 	

After statistics show the reach of almost every post at over 1000 with consistent engagement and interactions.

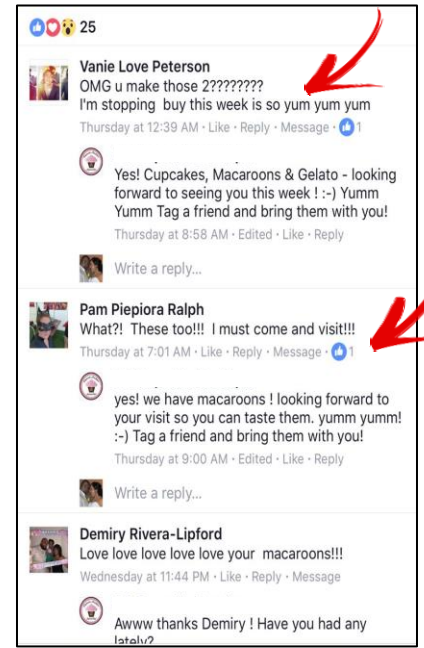
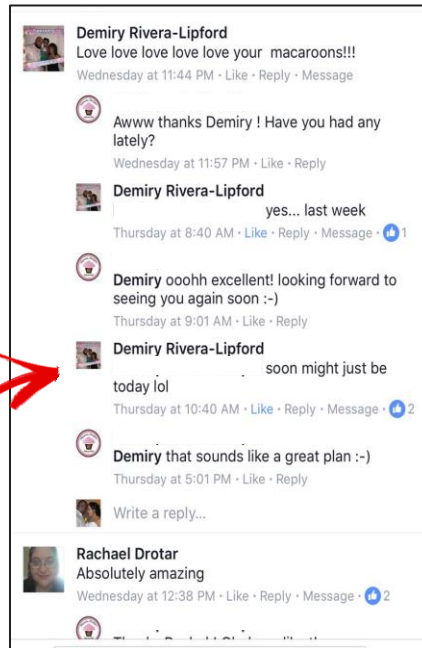
				Reach	Engagement	
08/03/2017 12:31 pm	 Does eating Carrot Cake Cupcakes count as part of your daily re			1.1K 	3852 	After
08/01/2017 12:27 pm	 You don't have to travel to Italy to get the best Gelato - you can g			1.3K 	6461 	
07/29/2017 11:23 am	 Come and try our magical Unicorn Cupcakes ! Make a little girls			1.4K 	96109 	
07/28/2017 4:20 pm	 I think your family would be happy if you brought this home, what			1.4K 	4661 	
07/27/2017 12:15 pm	 Today is a great day to have a cupcake! Stop by the shop and pi			1.1K 	3641 	
07/26/2017 10:52 am	 Have you tried our Macarons? #yummyinmytummy #macaroon			1.2K 	4448 	
07/24/2017 3:49 pm	 Life is short #eatthecupcake 🍩			775 	3044 	
07/22/2017 6:46 pm	 Meshelle "checked in" on FB while visiting the shop and saved 1			1.1K 	3758 	
07/21/2017 2:12 pm	 Today is FRIDAY! It's been a long week...you DESERVE a cupca			1.3K 	4568 	

The types of posts on the page not only display what the business has to offer, but they are fostering engagement. This will make current fans ambassadors while also attracting new clients along the way.

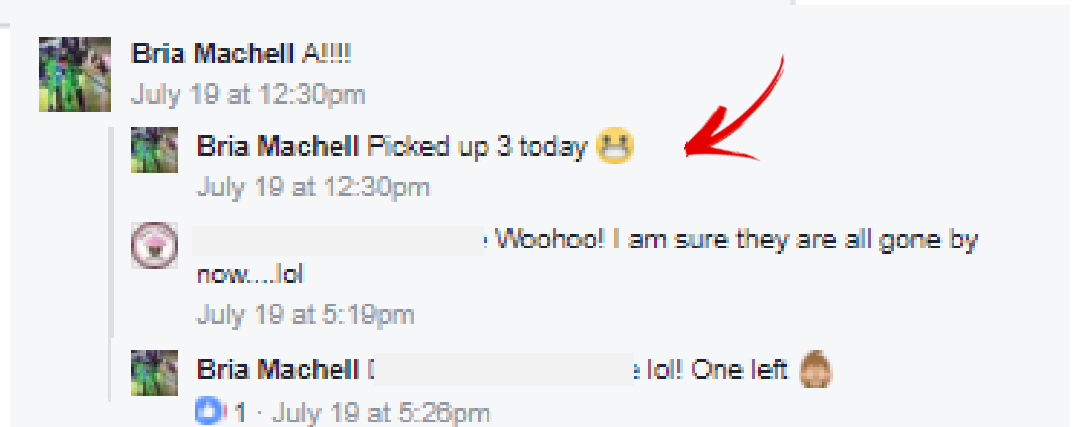
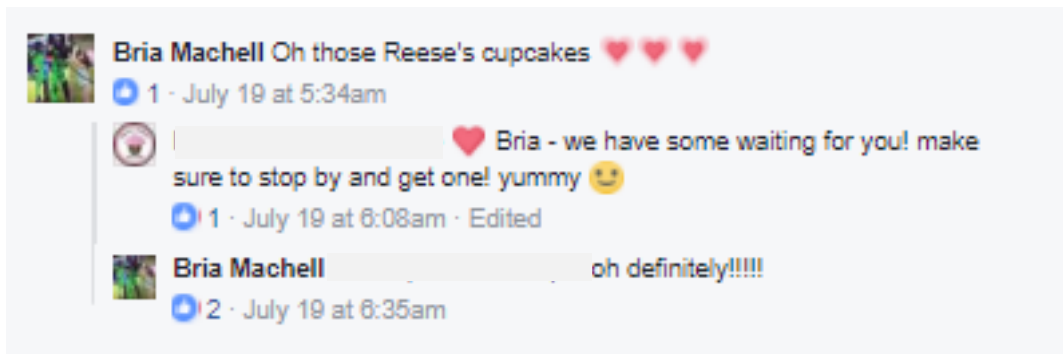
These posts demonstrate **Social Selling** - building relationships and encouraging fans to visit.



The cupcake shop also needed a platform to introduce their new Macaroons, and it went over extremely well! People were excited to come in and try them!



The post below is an example of a direct result from promoting specific cupcakes in the shop, then someone coming in and making a purchase!





**Cupcakes
- SOLD
OUT!**

Thu, Sep 21, 6:21 PM

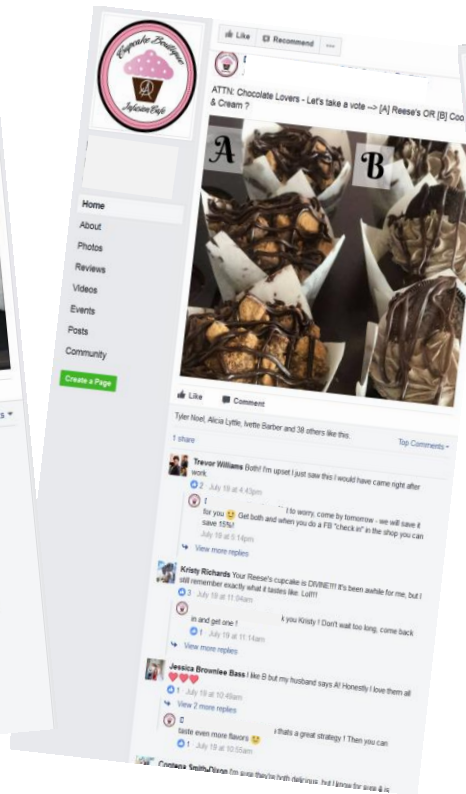
Hi 😊 the pistachio cupcakes are they available all the time now ?

No. And they were sold out by 1 today.

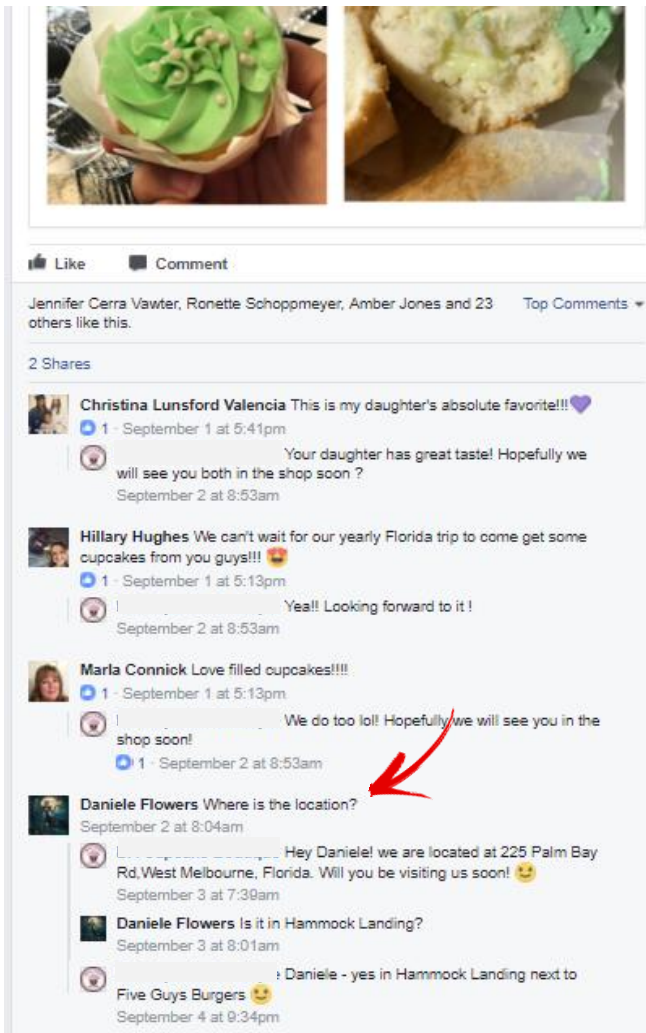
Great they were sold out ! Hopefully they saw my fb post 👍

Yes. It was from Facebook. One of the ladies said she said on FB that she was coming, and she sure did

Haha awesome



Lots of engagement and interaction



Facebook Check-ins

We were also able to implement the Facebook “check-in” strategy to help spread the word with their customers to their friends on Facebook.

When someone “checks in” to the business, it will post on their Facebook timeline for their friends to see where they are, once again another type of endorsement. Their friends can click and visit the business Facebook page to learn more about them.


Friends will react and comment and now the business has been exposed to even more potential customers.



Check-in

Stephen Olagunju is with Rufus Olagunju and 4 others at
 August 2 · West Melbourne, FL, United States · 🌐

My 3 girls picked out cupcakes! Thanks 🙏



Like Comment Share

Anetta Smith Hoyte, MrsVette Mack and 5 others

soon! oohhh some great choices in that box! I know your girls enjoyed them 😊 Come back

ez is at
 Melbourne, FL, United States · 🌐

d non of this but i got me one today 🍰🍰



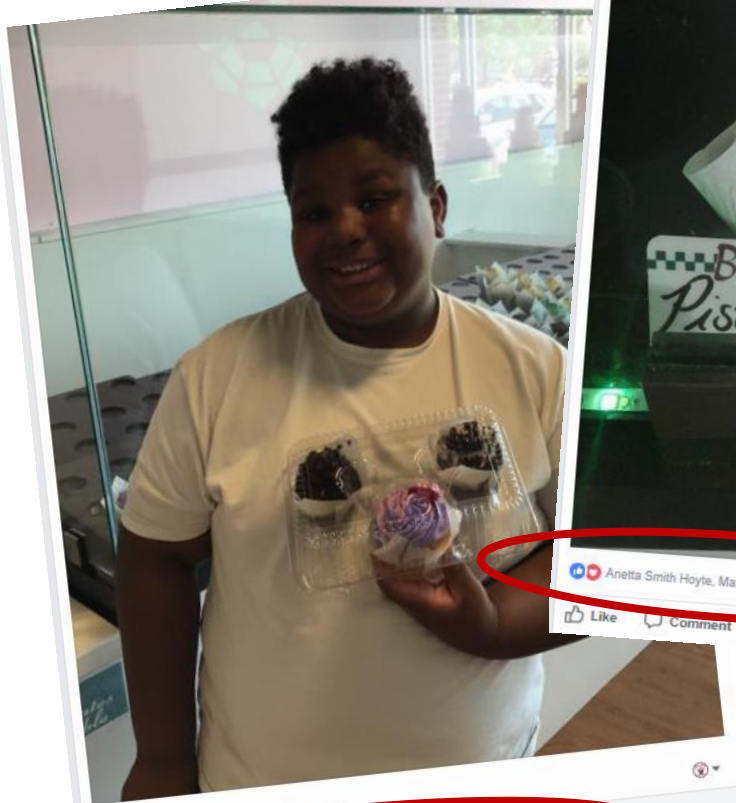
BAKERY Pistachio \$4.00 *NEW

BAKERY Unicorn \$4.00 (come on candy lane) Ca

Anetta Smith Hoyte, Marie Monroe and 13 others

Like Comment Share

4 Comments



Anetta Smith Hoyte, Sandra W. Howell, Andrew Young and 5 others

Love Comment Share

Summary

Like many other businesses, the business owner was not able to see direct results from her previous marketing efforts. Now, with the proper use of Facebook marketing, she can finally see direct results.

With engaging posts to a targeted market, we were able to turn her current client base into her biggest ambassadors, and “remind” them of the great desserts she has to offer. We were also able to introduce the business to an entirely new audience that may have never heard of the business before, hence attracting new customers.

The business has sold out several times when events were promoted, and specific items were advertised. In addition to cupcakes and macarons, the shop also makes custom cakes. After highlighting their cake offerings, they consistently receive custom cake orders on a regular basis as well.

The business continues to grow with new customers and repeat loyal customers coming in every day!