



Client Project by Jayden Phillips

Michelle Phillips

IAM 3070 Summer

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Professor Fox

Bio

Meet the author: Jayden Phillips!



My name is Jayden, and I am a senior studying Interactive Media at Middle Tennessee State University. I want to learn and teach others about the wonderful world of emerging media, and I am learning new things daily. I enjoy video/photo editing, drawing, and social media management.

Executive Summary

This document will assist the sole proprietor of the baking business, Ivy Hill Confections (IHC), Michelle Phillips, in helping her develop her social media presence and a working content strategy. In this document, we will discuss:

- An analysis of the current issues plaguing Michelle's business
- Research on rival industries
- Research on Michelle's potential audience
- Showcasing the best practices for a baking company like hers
- Strengths, Weaknesses, Opportunities, and Threats presented to IHC
- The strategies I am going to implement to build IHC's social media presence
- The short-term and long-term goals for the business
- A closing statement

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Section 1: Situation Analysis

Part 1: Client Profile

As any great project begins, I needed to research before I started working. I first held a short interview with Michelle, the owner of Ivy Hill Confections, about her business. Firstly, I asked her about who her desired audience was. This question is to get a better understanding of just what social media she should be focusing on posting to. I was told that she looks to catch the eye of families, since she makes treats. With this information, I suggest she post to more family-oriented social media, primarily Facebook.

I then asked her about her social media practices. Michelle mentioned that she only posts to Instagram and Facebook—pretty infrequently at that. She has different reasons for posting to each site. Instagram is to show off her baking, and Facebook is to let her viewers know about upcoming markets. She mentioned these markets are bi-weekly farmers' market events at Clarksville City Hall. While posting to social media before a market is a good way to let your followers know when to expect you, more could be done there. We'll talk about this later in the audit section.

I decided to ask her about her goals for social media. This seems silly, but figuring out exactly why she wants to post could be a big step toward bettering her social media presence. She responded, "I want to grow my follower count so that more people who enjoy my baking can come to these markets and buy things from me." With this answer, I better understand the changes I'd make to her current posting strategy.

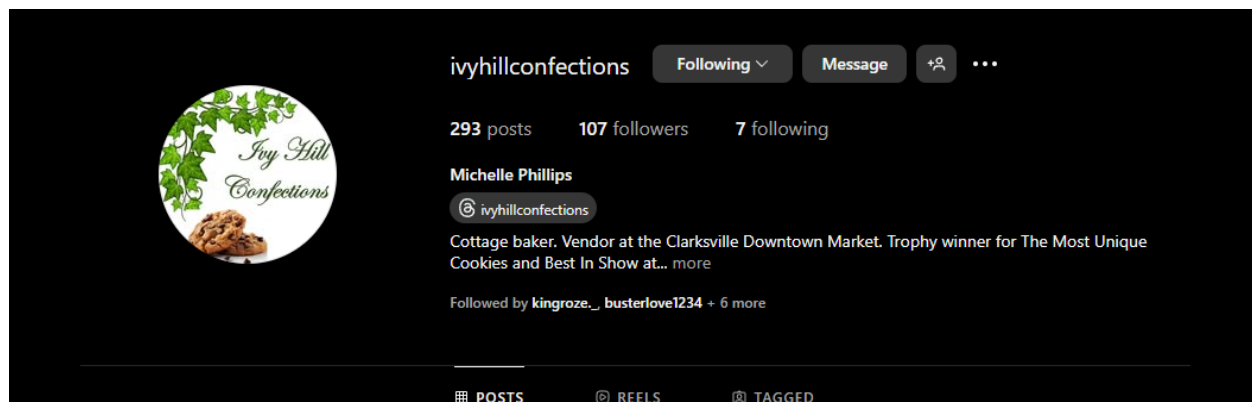
Lastly, I directly asked what she thinks the problems are with her social media presence. She responded that her "follower base is very loyal and supportive, but the main issue is that [she]

doesn't have many followers, and struggles to find ways to grow [her] numbers." She also mentioned she doesn't even know what a hashtag is used for, which was an unexpected piece of information to hear. After the interview closed, I began developing a client profile for Michelle to describe who she is and her goals for the business in a few sentences. Here is Michelle's client profile: *The client for this content initiative is Michelle Phillips, the owner of a family-run baking company named Ivy Hill Confections. She serves all kinds of baked sweets, ranging from cookies to cake pops. Her target audience is mature adults and families, since they're the ones who regularly show up and purchase her products at the bi-weekly farmers' market. She has one overarching social media goal: growing her followers and getting more people to come to the farmers' market to try her products. She posts on Facebook and Instagram but isn't regular on these sites. Her presence on these sites could grow significantly with some social media knowledge.*

Now that we know *who* Michelle is, let us research *what* she does.

Part 2: Client Audit

For this section, we will dive deeper into the accounts on the two sites and analyze their engagements and numbers. As a quick disclaimer: I do not have admin access to these accounts, so I have to look at all the data I can from the outside. Let's begin with follower counts and likes.





The Ivy Hill Confections Instagram page has 107 followers and has 293 posts. The most liked post sits at 13 likes. The Facebook page has 181 followers and 73 likes total. As stated earlier, Michelle does not often post to the Instagram page. The most recent Instagram post was one week ago (as of writing this). In contrast, her most recent post on Facebook was four days ago (as of writing this), which shows a posting gap. Aside from the schedule, each post carries meaning. These posts let her customers know when and where she will be vending her products or showcasing the goods, which is a good place to start. Despite this, her posts only receive very few likes and engagement in the form of comments and shares. This could be because she does not use post-sharing tools like stories and hashtags on either page.. Without these, she could seriously hurt her reach, as she's not hitting an online audience of baked goods enthusiasts. Let

us look at a few example posts.



This is her average showcase post. Michelle posts a photo of a treat she's baked for the Farmers' Market in the week ahead. There are several of these scattered across her pages. While they can show what she bakes, these posts lack the visual flair most successful baking companies use.



Ivy Hill Confections

4d · 🌐

We're back at the Clarksville Downtown Farmers Market this Saturday morning for the markets Back to School weekend! Bring the kiddos by early and grab some free school supplies complements of Platos Closet while they last and of course grab some delicious treats from your favorite vendors before you go! Our line up for this Saturday morning includes coconut macaroons, peanut butter cookies, chocolate chip cookies, snickerdoodles, triple lemon cookies, oatmeal cookies, s... [See more](#)



This is an example of her market announcements before every Saturday market. She doesn't post these to Facebook, so a good chunk of her audience could miss out on these dates. Furthermore, similar to the posts on Instagram, there isn't a considerable visual flair or consistency in theming with posts. One of the things that Michelle could work on is to edit her posts more to include more of that "Ivy Hill" theming. We will investigate this in depth later, but this is a good start.

From this data, we can make suggestions for her social media pages. She should begin hashtagging her posts to reach the wider baking community. Additionally, having a more consistent posting schedule—or even mirroring her posts across both sites—could help garner a

bigger audience. This section doesn't entirely go into recommendations, but I want to give a couple here.

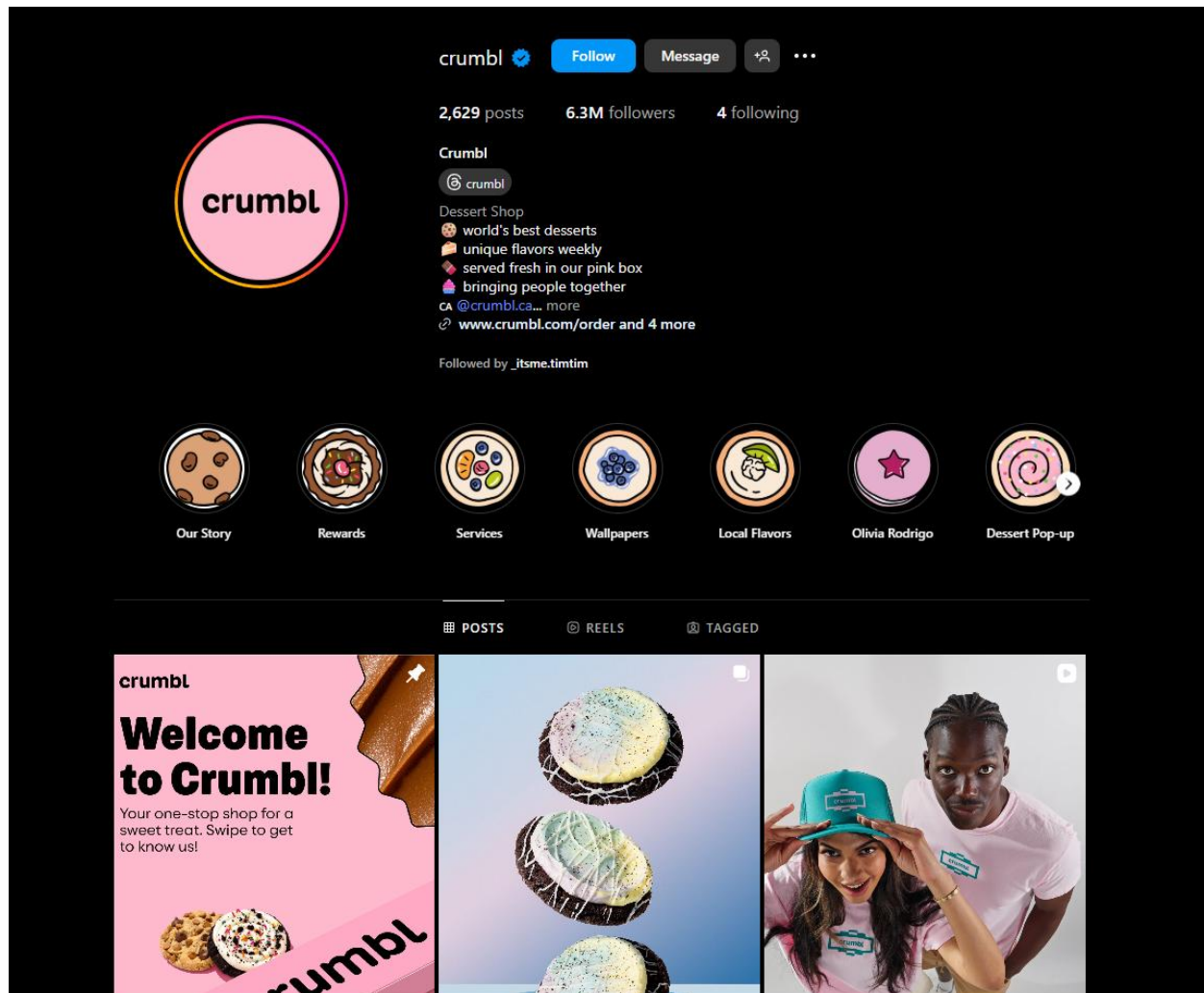
Section 2: Industry Research

In this section, I will be going over three social media pages similar to the content on the Ivy Hill Confections (IHC) page. We will review three baking social media pages: Crumbl, Christie Cookie Company, and the more local Meg's Macs, in which we will also cover one best practice that results from each of these pages.

Part 1: Competitor Research

Competitor 1: Crumbl Cookies (<https://www.instagram.com/crumbl/>)

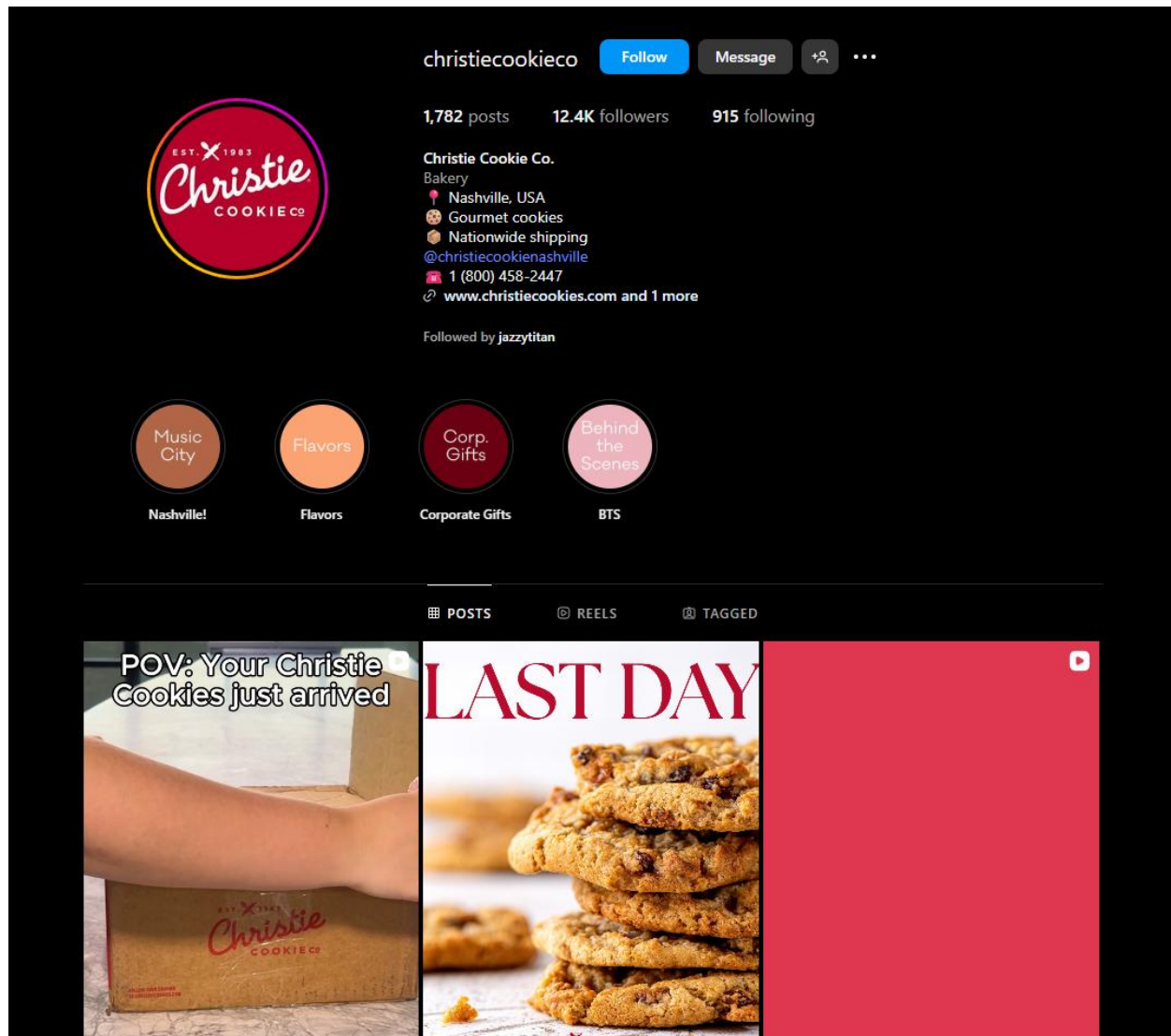
Crumbl is a cookie company founded in 2017 that specializes in giving customers a selection of large cookies that rotate weekly. Here is what their Instagram page looks like:



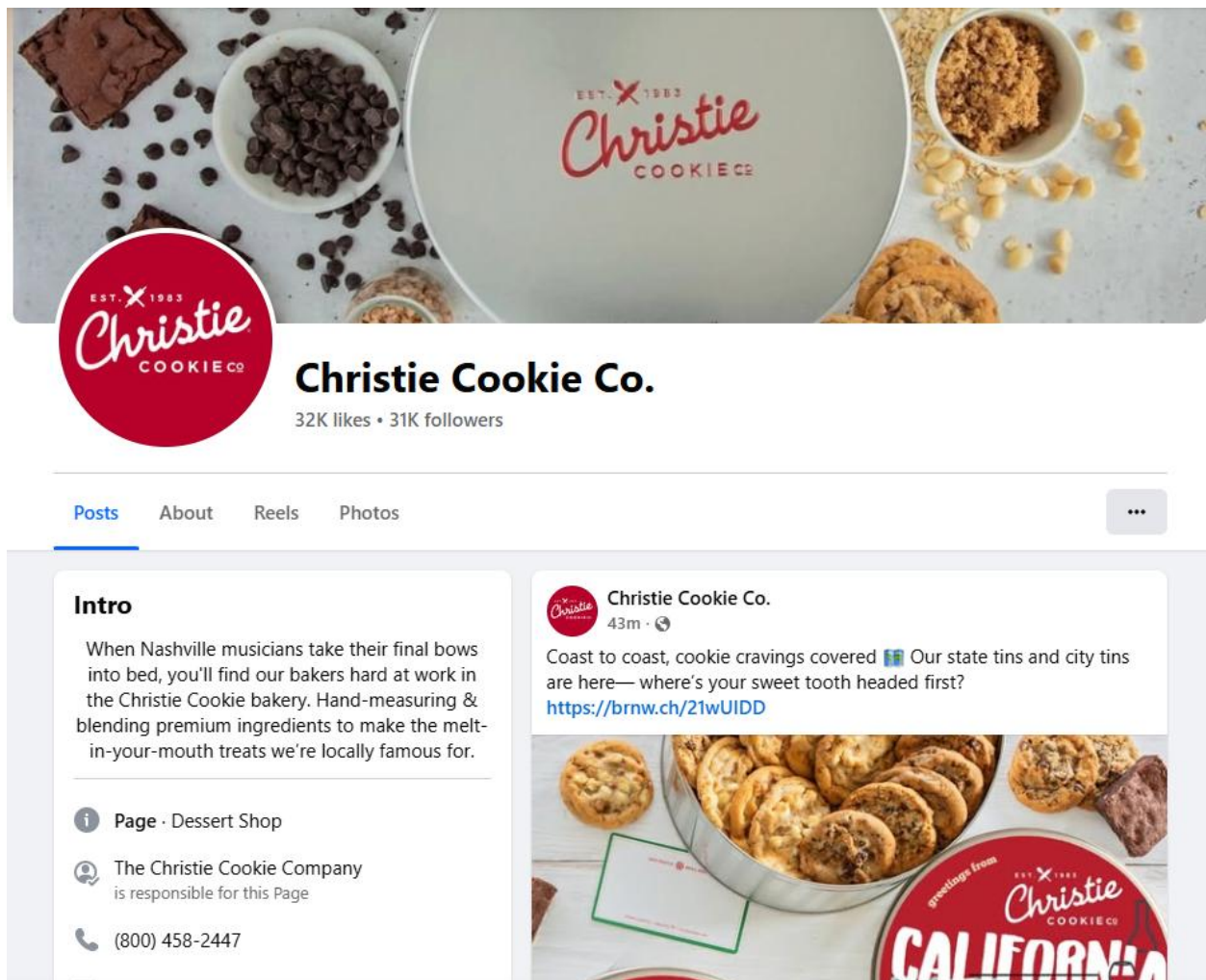
As you can see above, there is an evident theming with Crumbl's page. There are many pinks and blues in most of their posts and highlights. Defining a theme for posts is a good way to draw a viewer's eyes in, and, as a bonus, makes your brand quickly recognizable. If Ivy Hill Confections were to implement a color scheme, it should be some form of green, white, and even gold as an accent. Furthermore, Crumbl also has a highlights section right above the posts. These highlights can let viewers go to important links and pages and give them additional information about the company. This is also beneficial! Let's take a quick look at Crumbl's Facebook Presence.

Competitor 2: Christie Cookie Company (<https://www.instagram.com/christiecookieco/>)

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Again, this page has a distinct theme of red and white, drawing viewers in. Aside from this, one notable thing about this page is that it has a large section of Reels content. Many of these Reels are short-form skits, like TikTok videos. These can be a good way to keep viewers engaged since people do not spend more than a few seconds paying attention to one thing. While this may take more work, implementing some form of video content will keep viewers engaged and draw in a new audience of customers, since Reels have a bigger reach than photos.



This is their Facebook page. The red and white theming is here as well. One difference about this page is that they don't post as many reels as they do compared to their Instagram page.

Otherwise, the content stays the same, which will also be a running trend for the next competitor.

Competitor 3: Meg's Macs (<https://www.instagram.com/megsmacstn> |

<https://www.facebook.com/megsmacstn/>)

Meg's Macs is a local baking company that specializes in selling macarons. Here is their Instagram page, compared to their Facebook page:



megsmacstn

Follow

Message

+2

...

653 posts

153 followers

39 following

Meg's Macs

Fresh, homemade macarons in a variety of flavors. #clarksvilletn #macarons #frenchmacarons #smallbusiness #bakery... more

📍

 Meg's Macs

POSTS

REELS

TAGGED





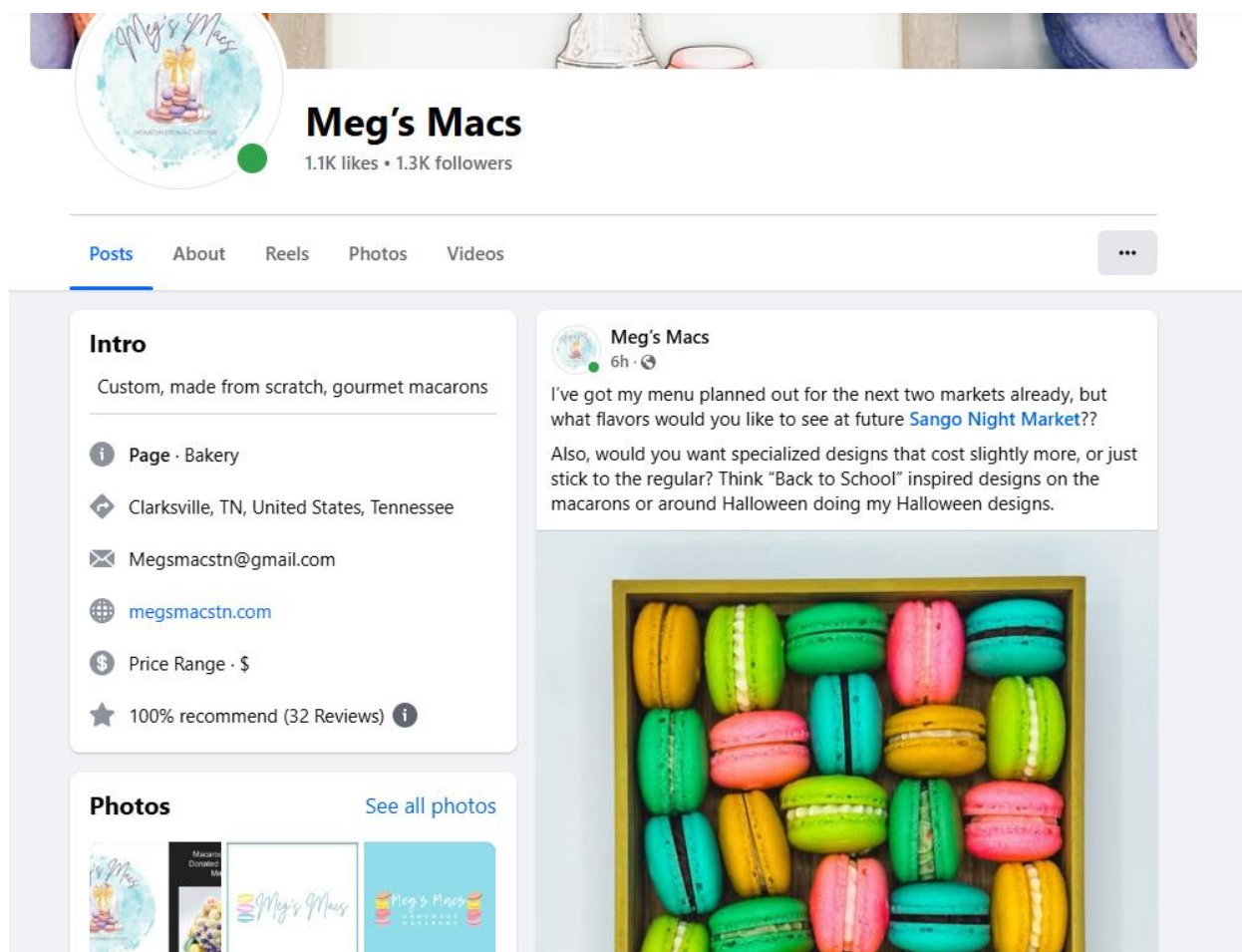








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I wanted to take the time to highlight more from this page than the others since this store is a direct competitor to Ivy Hill Confections and has competed in a city-wide baking event against IHC. Firstly, I want to discuss the unification of posts between both pages. If I scroll down a bit further on the Facebook page, the same posts from the company's Instagram page would be copied directly one-to-one. This unification of posts makes it easier to manage both pages simultaneously, which is vital for Michelle and her company since she's the only one running the pages. The intro section is more fleshed out than IHC's, namely, the website link. Making a website can be a good way to get customers more engaged with your product. Of course, local catering services could be available, and it would be easier for Michelle to manage those requests on a dedicated website.

After completing research on these three sites, there are three big takeaways: first, have a consistent color theme in posts and branding (to make your brand more recognizable), second, incorporate video content onto your pages, and, lastly, consider making a website so potential customers can access your services in a more streamlined manner.

Part 2: Best Practices

In this part, we will talk about the best practices for baking pages that Ivy Hill Confections should implement to strengthen their social media presence. I've compiled a list of best practices from a fellow baker's blog site, titled www.lizziesbakery.com. Here's what she says, and I will provide additional recommendations after.

1. Produce High Quality Content

While a fairly obvious statement, Lizzie clarifies that a baker's audience primarily looks for photos and videos of the products you bake. Not only this, but you should also strive to make the photos as visually appealing as possible. Michelle already posts many of her products, but they aren't eye-catching. Michelle should find a place to present her baked goods that draws the viewer's eye.

2. Network and Build Relationships

This is an essential practice, as networking is one of the fastest ways to merge audiences with other pages of similar content. Finding a local baker like IHC and attending the Farmers' Market could prove crucial to the success of Michelle's business.

3. Engage with the Audience

Lizzie says engaging with your audience helps build that sense of familiarity. I won't get into this part too much because I will explain in depth why communication between Michelle and her audience is important later.

4. Find Your Niche

This sounds weird at first—what really is a “niche?” A niche is a sort of gimmick that people utilize because it aids their success or because they find it fun.

Michelle's niche is cookies and chess squares, so she sticks to making and posting about those.

5. Brand Yourself!

Lastly, branding yourself may be the most critical part of these best practices.

Lizzie says, "People want to buy cakes because YOU made them." I agree.

Michelle rarely shows her face. However, I think if she began doing so and presented her baking alongside her face, her audience would feel more familiar.

Part 2.5: Best Practices Addendum

In this “mini” part, I wanted to go over one additional best practice that deserves its talking point: hashtags. As most people under 22 know, hashtags are one of, if not the best, ways to share a post to new audiences. For some background on hashtags:

“Hashtags are used on social media platforms to categorize and organize related content, which helps users easily discover topics of interest. After a hashtag is posted, it becomes a hyperlink that leads to related content.”

—Britannica

In layman's terms, a hashtag is a symbol that links posts to others with the same theme. As a topical example, take Crumbl's page. They may include a “#crumbl” at the bottom of the

caption section of each post. When clicked on, this hashtag will take you to a separate section of Instagram where there will be hundreds of posts with the same hashtag in their captions. It's easy to see why hashtagging is essential to extend the reach of a company, because not only will it show up in the hashtag section of Instagram, but it also makes it easier for people with those interests to stumble upon your post in their home, Reels, and explore feeds.

Even though we now know that using hashtags is good, we need to know *when* to use them. Mindlessly using hashtags in a post could hurt it in the long run. So let's figure out how.

From a Sprout Social article on hashtags and using them:

“Once you identify which hashtags you will use, it's time to start adding them to your content. With hashtags, the general rule of thumb is less is more. Avoid stuffing your posts full of hashtags. Not only could this deter people from reading your message, it could also lead the social platform to categorize your posts as spam. In general, stick to a few hashtags that are relevant to or describe your post. “

—Sprout Social

If too many hashtags could be seen as spam, and too few hashtags run the risk of not reaching a target audience, how many hashtags should we include in a post? As Sprout Social has stated, less is more. A rule I use when hashtagging posts is to think of five to seven things that describe the topic I'm posting about. From there, I attempt to simplify them into one- to two-word phrases that I can then include as a hashtag. With this number of hashtags, you can keep your topic tight while drawing in new viewers who share an interest in the subject of your posts. With this information, we are well on our way to developing our social media strategy.

Section 3: Audience Research

This section will use data from our previous client audit to create a few audience groups for Michelle and her company.

Part 1: Audience Analysis

Our first audience group will be called the “Existing Customers” group. This includes those who have bought and/or frequent her stall at the farmers’ market.

Demographics:

- Adults with families, ranging from 28 to 40 years old.
- Race isn’t important for this demographic, but mostly whites and African Americans are repeat customers.
- A localized audience, with most customers in Tennessee or Kentucky.
- Of course, this audience prefers sweet treats and snacks.

Now that we have an understanding of this audience, here are some of the messages I’d suggest that Michelle use to retain these customers:

- List when deals or new products are released.
- Keep an updated schedule of farmers’ market appearances. Michelle attends these markets biweekly, so she should post a monthly/weekly schedule for her existing audience.
- Have occasional collaborations with fellow vendors across the farmers’ market to facilitate growth in both businesses.

These two are the most important messages to keep an existing audience engaged. Aside from these, Michelle could also add weekly posts showcasing her baked goods or have testimonials/reviews from customers on her social media pages.

The other audience group I want to discuss will be called “Potential Customers.” These people have an overlap in personal likes and dislikes with the “Existing Customers” group, but haven’t been introduced to Ivy Hill Confections or are currently looking for alternatives to other baking stores.

Demographics:

- Adults, either with or without family, aged 25 to 35.
- A localized audience, with customers in the Middle Tennessee or Kentucky areas.
- Currently looking for alternatives to other baked goods stores; the reasoning being that they’re too expensive or not local.

My goal for making messages for this group is to give them a reason to visit the farmers’ market and buy Michelle’s products. Here are the messages I’d recommend:

- Introduce seasonal products depending on which market Ivy Hill Confections is producing for. Post about the seasonal menus on social media and provide a link to the market the business will attend.
- Have occasional deals on products. Currently, the price is one item for \$4, and four items at a discounted price of \$14. Michelle could post about one-day deals that lower the price to \$3 for one and \$12 for four.

- Have a link to a personal website on the company's business card. She already has business cards, but only links to social media pages and not a website where people can see all that Ivy Hill Confections has to offer.

Part 2: Audience Best Practices

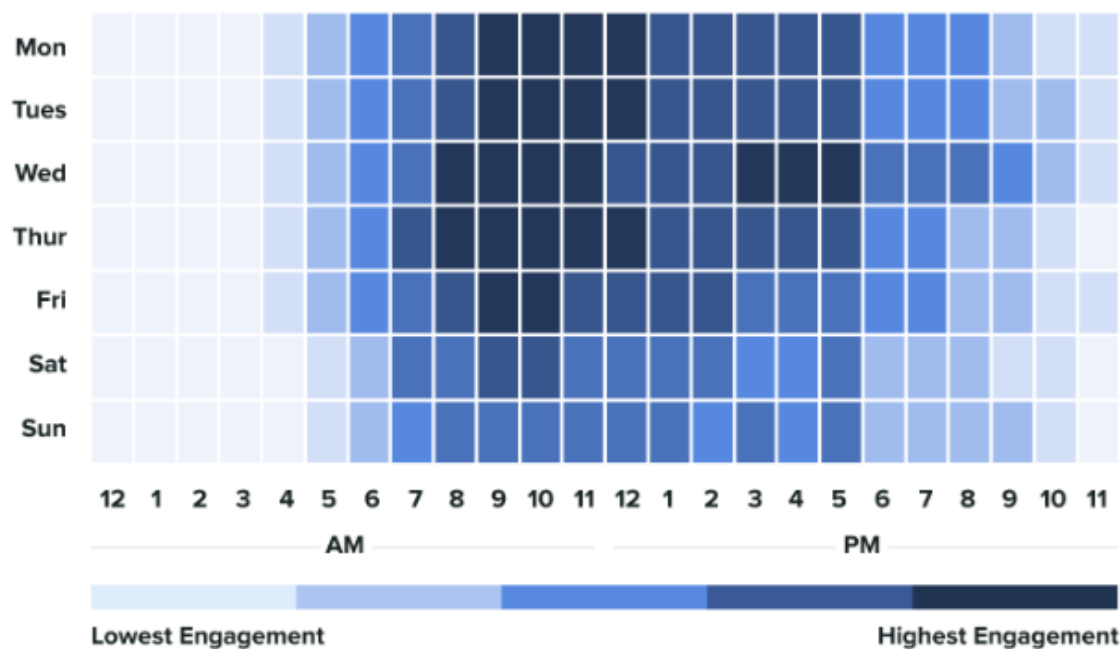
In this section, we will research and discuss the best practices of posting to social media to reach the two audiences mentioned above.

Since our audiences have very similar demographics, the content of the posts will change, but not the method. Instead, we will look at both audiences as one large entity for this first section. We will first look at data from the Pew Research Center about social media usage, categorized by age. Since there's no specific category for people aged 28 to 40, I will use the demographic of adults aged 30 to 49. According to Pew Research's data, 78% of this demographic uses Facebook, followed by Instagram at 66%. YouTube takes the lead at a staggering 94%, but since that site is more focused on long-form content, it is out of our scope. With a 12% difference between both sites, posting to both Instagram and Facebook is a good idea to target the biggest audience possible.

Next, heatmap data from Sprout Social indicates that most Facebook users are online in the mornings from 8 to 10 AM and then in the evening. Below is an image of said data.

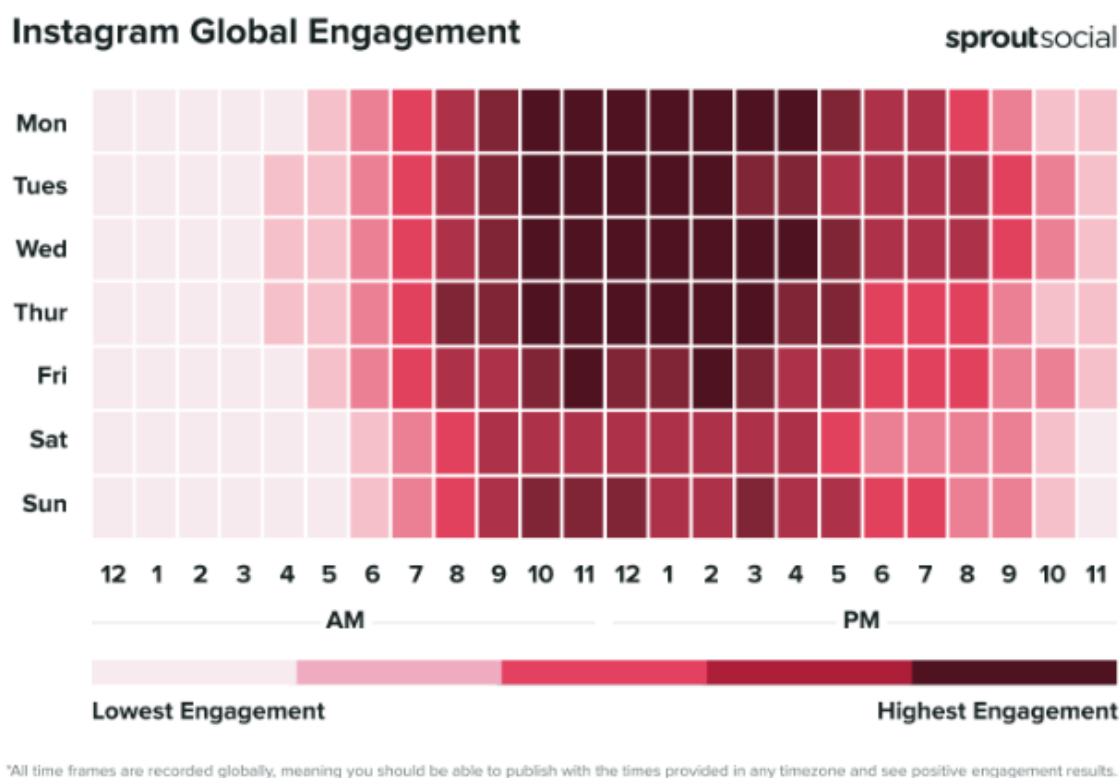
Facebook Global Engagement

sproutsocial



*All time frames are recorded globally, meaning you should be able to publish with the times provided in any timezone and see positive engagement results.

As shown, most engagement is between the morning time—before adults go to work—and around the evening when people leave their jobs. Of course, the levels of engagement vary by day, but this is to get a general understanding of when to post. Here is Instagram’s heatmap for the same information:



Instagram's usage seems to shift a bit forward in the day. This could be because younger people are using the app and may be using it to pass the time between college lectures. Even still, the times do not vary much. A good way to fix a shift in engagement time is to schedule postings. If you make posts in advance, guessing when users will be online the most for optimal engagement will not be as problematic as it could be. With schedule postings, all Michelle would need to do is tailor the content specifically to the needs of whichever audience she wants to target. In the section above, I have stated what kinds of messages could be made to each. By mixing the messaging tactics with the optimal engagement times, Michelle can utilize these best practices to grow her audience.

Part 3: Connections

This section will discuss three potential collaborative opportunities that Michelle and Ivy Hill Confections can use to grow the business.

Connection 1: Poppin' In the City

Instagram: <https://www.instagram.com/poppininthecity/?hl=en>

Facebook: <https://www.facebook.com/poppinginthecity/>

Website: <https://www.poppininthecity.com>

Poppin' In the City (PIC) is a gourmet popcorn store that sells 25 different popcorn flavors. PIC regularly attends the Clarksville farmers' market, and their vendor stall is directly across from Ivy Hill Confections' stall. Michelle and I visited their stall and official store location in Clarksville to network. There is a significant overlap in the target audience as well. The store owners are more than open to collaboration, and I think this opportunity could benefit both parties. PIC has a bigger online presence than Ivy Hill Confections, so partnering with them can increase followership on both sides.

Connection 2: Meg's Macs

Website: <https://megsmacstn.wordpress.com>

Facebook: <https://www.facebook.com/megsmacstn>

Instagram: www.instagram.com/megsmacstn/

As I mentioned earlier, Meg's Macs is a direct competitor of Ivy Hill Confections in the baking market. They only make macarons and have tens of flavors to try. Even though they're competitors, that doesn't mean they cannot collaborate on products. Since Meg's Macs specializes in macarons, Ivy Hill Confections could collaborate to sell a big catalogue of sweets, assorted with cookies, macarons, cake pops, and other things. This would build a relationship with another influencer in the local sweets market and merge the audiences of both businesses, thus meaning both enterprises would benefit from new followers.

Connection 3: Keith Lee

Instagram: www.instagram.com/keith_lee125/?hl=en

TikTok: https://www.tiktok.com/@keith_lee125?lang=en

What better way to put a food business on the map than being reviewed by one of the biggest food influencers in the industry? Keith Lee is an American food reviewer known for his honest food reviews and reviews many African-American-owned businesses. Usually, if Keith says a restaurant is worth eating at, hundreds of his followers will support the company through follows, donations, and new customers. While this is a massive "what-if," getting Keith Lee to review the business could make the audience boom like never before. While many of those new followers may not be interested in the product, there will still be those who remain and will become long-term customers of Ivy Hill's products. If not Keith Lee, then Michelle could also ask a smaller influencer in the food industry to review her product. This way, their audience could find interest in what Ivy Hill Confections sells.

Section 4: SWOT Analysis

This section will investigate and determine the strengths, weaknesses, opportunities, and threats facing Michelle and Ivy Hill Confections.

Strengths

- Excellent product compared to competitors; IHC won the “Best in Show” award at the Clarksville annual Cookie Crawl.
- Strong brand loyalty, with a high number of repeat customers.
- Good relations with neighboring bakeries, opening possibilities for collaborations.

Weaknesses

- Weak online presence, needs to garner a bigger follower base. It could be from partnerships, promotional posts, or the utilization of best social media practices.
- No website for general information on the business.

Opportunities

- Chances to occasionally hold collaborative events with other vendors at the farmers’ market.
- Chances to take said collaborations online, thus increasing user traffic to both pages.

Threats

- Bigger, better-known bakers are taking away most of IHC’s potential online audience.

- Companies that can extend their businesses even further beyond the greater Clarksville area may attract nearby customers because of convenience.

Section 5: Strategy and Tactics

Part 1: Messaging Strategy

Our mission for this strategy is to promote growth within Ivy Hill Confections' (IHC) social media pages and, in turn, draw more business to the events where the company attends.

After reviewing everything we have for Ivy Hill Confections, here is the messaging strategy I'd recommend, alongside other recommendations:

1. Post to Instagram and Facebook only
 - Since IHC is a solo company, Michelle may have an issue posting to many sites, especially since she is the only one who runs both accounts.
 - As an additional point, she could embed posts from both social media accounts into her website (which I will go into more depth about in the coming sections), making having a consolidated site for her product more worthwhile.
2. Incorporate short-form videos into Instagram and leave a majority of the photo posting to Facebook
 - Instagram prioritizes the production of Reels more than photo content in this age, so it would be beneficial to promote products via Reels. Thankfully, Reels can be

classified by something as simple as putting music over an image. If Michelle can do that, then IHC would have a higher chance of being discovered by potential customers.

- Even despite this, I believe that Michelle should focus on posting to Facebook more often, since her target age demographic (late 20s to early 40s) spends most of their social media time on Facebook.

3. Include Hashtags!

- Hashtags are a surefire way to make sure the content you put out reaches your desired audience.
- Here are some hashtags that I think would boost the reach of Ivy Hill Confections' posts: #cookies, #baking, #farmersmarket #clarksville (to attract the local audience), #sweettreats, and other things of that nature!

4. Content pillars to focus on

- We discussed how IHC should post, but not what they should post.
- There are three things most important to IHC that Michelle should focus on when posting: showcasing the product, posting client testimonials, and collaboration posts with other bakers or vendors at the Clarksville farmers' market.
- The first is explanatory. Client testimonials from real clients would appeal to a person's ethics, Ethos. Getting a positive review from someone trustworthy could help drive traffic to IHC socials and the farmers' market itself.
- Collaborations between vendors could give customers a reason to attend said markets and encourage them to follow IHC's socials to find more limited-time collabs.

Part 2: Objectives

My objectives to consider this social media venture a success are as follows:

1. Gain 500-1,000 followers over a year. (July 2025)
2. Have a 5-10% increase in customers buying IHC's products at the farmers' market by the following summer.
3. Discuss collaboration with a vendor in the Clarksville farmers' market.

Section 3: Specific Platform Tactics

This section will review each tactic Michelle and IHC should take on Facebook and Instagram.

Instagram

For Instagram, I want Michelle to focus heavily on short-form content. This includes promotional videos, client testimonials (as mentioned before), and potentially the occasional baking video. From what I have seen, her face hasn't appeared many times on her social media accounts. If she were to post more Reels with her face included, her viewers would be more familiar with her and her brand.

Below, I have developed a few steps to produce content for Reels effectively:

1. Develop a color theme for the page. Preferably white and green, with potential golden accents.

2. Update the bio of both pages to include a link to a potential website and their sister social media page. For instance, if Michelle updated her company's bio on Facebook, she'd need to include the link to her website, where her biweekly farmers' markets took place, and the link to her Instagram.
3. Utilizing the outlined content pillars, Michelle should showcase the product and post client testimonials. Both can be translated into long-form video, which would be boosted in Instagram's algorithm.
4. As a bonus, include a weekly "customers' choice" sweet that her fans can choose from a week in advance. It's a good way to drive engagement!

Facebook

Most tactics stay the same for Facebook, but we must translate them into photos instead of short videos. Additionally, incorporating phrasing that resonates with an older audience could prove beneficial.

Here are the tactics I would employ:

1. Include more family-oriented theming into posts. Include words like "your family will love our__!" and "Cookies for the little ones, too!"
2. Once again, referring back to our content pillars, Michelle should focus on showcasing her product, posting her schedule for the farmers' market, and informing viewers about promotional events and collaborations.
3. Have like goals! Rewarding users if they hit a like goal would incentivize them to interact with your postings.

Section 6: Sample Content

In this section, I want to present three possible styles of posts for Michelle to implement into her social media strategy.

Part 1: Sample Content

Here are three pieces of content I've mocked up to give an example of how her posts could change.



This is an example of a promotional post Michelle could put on her pages. The caption could be, "Make sure to fill your family up on a bag of sweets from Ivy Hill Confections at the Clarksville Farmers' Market! #cookies #baking #farmersmarket #clarksville"



This post is an example of the "Customers' Choice" post I recommended previously. The caption for this post could be "Get ready for Customers' Choice number 6! Make sure to vote in the comments! #baking #sweets"



Lastly, here's a mockup schedule for IHC. This way, Michelle can keep her audience informed. The caption could be simple. "Here is the schedule for the upcoming weeks ahead. Look out for us at vending booth four on August 3rd!" These posts could appear every other Monday and be pinned to the company's weekly profile.

Part 2: Calendar

I have also created a mock-up post calendar for Michelle to follow if she desires. To avoid ruining the formatting, I have included the calendar in **Appendix A**, near the end of this document.

Section 7: Evaluation

Now that we have laid the foundation, what is next? Next, I want to make sure there are ways to keep track of this progress and implement ways to adapt to changes in IHC's social media presence.

Firstly, I want to highlight ways that Michelle can track her progress. First and foremost, Michelle can use the analytics tools provided by Meta to view her impressions, likes, and more. This should already be good enough to measure success, but if Ivy Hill Confections becomes a household name, learning how to use Google's analytics feature (guide in **Appendix B**) could prove helpful. This feature shows how often people are searching for specific phrases and how frequently websites are clicked on. This is more of an SEO concern than anything, but it is good to be mindful of.

Lastly, I want to showcase how Michelle could measure other goals I've set for her business. She should pay attention to Meta's analytics for the follower count. For an increase in business, I suggest that Michelle should bring more baked goods than usual as a test. If she sells out or gets close, this could have resulted from an increase in business, which is good! For collaboration, I suggest she test the waters with a company she's already familiar with—Poppin' In the City. They communicate often, and collaborating isn't a far-fetched idea.

Part 2: Conclusion

Ivy Hill Confections is a good business with lots of potential. With a little bit of elbow grease, we can get this business's name from a local one to a city-wide phenomenon. In order to do this, we must improve the business's social media presence by implementing hashtags, following best practices, and reaching out and networking with other bakers and vendors to make Michelle's brand the best it could possibly be. I'm excited to see the growth of it all!

Appendix A

August 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
					1 Pre-Market Post	2 Post @ Market
3	4	5	6 Customer Testimony	7	8	9 Customer Choice Post
10	11	12	13	14	15 Pre-Market Post	16 Post @ Market
17	18	19	20 Promo Post/Collab	21	22	23 Customer Choice Post
24/31	25	26	27	28	29 Pre-Market Post	30 Post @ Market

Appendix B

<https://developers.google.com/analytics/learn/beginners>

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