

# LAYERED

*CAKES + BAKES*

CAMPAIGN PLAN



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## Introduction: Executive Summary

Titan Public Relations' team members for Layered Cakes + Bakes will put into action a campaign that increases the cake studio's brand awareness. This will be done by elevating the use of social media platforms in order to gain a more interactive audience that is based in the local community of Orange County. The tools we will be using during this campaign include Instagram, Facebook, exposure from local influencers/digital creators, and Layered Cakes + Bake's website. Our campaign aims to be implemented by October 20, 2020 to December 8, 2020.

Our research for this campaign was gathered from meeting with the client, Griselda Sanchez, and internet research in which we found information on competitors, influencers/digital creators, and more. Together, the Titan Public team members were able to create a strategic communications plan that will increase the brand awareness of the cake studio by creating effective and interactive social media content, encouraging local customers to support the small business, and creating relationships with local social media influencers/digital creators.

The main focus of this campaign will be heavily social media based. Platforms that will be used are Facebook and Instagram. Through social media posts, we want to communicate authenticity, high quality pastries, and uniqueness. In addition to social media, we will be revamping certain sections of Layered Cakes + Bakes' website in order for customers to have a smooth experience on the site while also learning about who is behind the creations. We believe this will create a strong relationship between the business and the customer(s).

Social media outreach will be our second focus. This includes reaching out to social media influencers/digital creators who are local to the Orange County area. We want to ensure their content revolves around the food/bakery industry in order to create the most opportunity for Layered Cakes + Bakes. We will create a media contact list consisting of five social media influencers. We will share the quality of the pastries, the story of the pastry chef, and create a relationship between the business and the social media influencer/digital creator.

The team members of Titan Public Relations are ecstatic to be working with Layered Cakes + Bakes and are looking forward to increasing their brand awareness in the local community. We would like to extend our thanks to California State University, Fullerton's Public Relations Student Society of America (PRSSA) for providing an opportunity to be working alongside a local business in our area. We hope to reach all the goals set and provide the best service to Layered Cakes + Bakes.

## Introduction: Campaign Overview

Our primary goal for this campaign is to bring brand awareness and traffic to Layered Cakes + Bakes. This goal will be fulfilled by effectively using social media platform features, creating engaging content that encourages customers to order pastries, and creating relationships with local social media influencers/digital creators.

Titan Public Relations members for this team have created a public relations campaign plan that consists of four objectives:

1. Increase social media following by 50 followers on Instagram by **December 8, 2020**.
2. Secure two social media influencers/digital creators to increase the brand awareness of Layered Cakes + Bakes, preferably people with five-figure followings, by **December 8, 2020**.
3. Increase online social media engagement by 10% on Facebook and Instagram by **December 8, 2020**.
4. Increase visits to the website by 15% **December 8, 2020**.

## Research: SWOT Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>-Has delivery and takeout during the current pandemic</li> <li>-Is open Tuesday - Saturday</li> <li>-Currently has a five-star rating on Yelp</li> <li>-Menu has a variety of different flavors, fillings, and cakes</li> <li>-Website visually appealing</li> <li>-Does cakes fit for all sorts of events such as weddings and birthdays</li> <li>-Is active on social media (Instagram and Facebook)</li> <li>-Has E-gift cards</li> <li>-Stays authentic</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>-Only available in the Orange County area</li> <li>-Cake Studio is by appointment only</li> <li>-Website gallery is a bit difficult to navigate on desktops and mobile</li> <li>-Has to be able to sell her product with a different approach that benefits her business financially, while maintaining authenticity</li> </ul>
<p><b>Opportunity</b></p> <ul style="list-style-type: none"> <li>● The baking business is located in Fullerton, CA and does definitely have the potential to grow</li> <li>● Media increase is the biggest opportunity the bakery has right now             <ul style="list-style-type: none"> <li>○ There is an opportunity for a small giveaway so that the bakery gets noticed</li> <li>○ Since they cater to a lot of weddings and birthdays, there is an opportunity to reach all kinds of consumers</li> </ul> </li> <li>● There could be opportunities for theme of the week for catering, even if it's something small</li> <li>● If a holiday is coming there could be an offer included with the order</li> <li>● Opportunities for her reviews to go up</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● One of the big threats is that bakery is only known from word-of-mouth</li> <li>● Patty's Cakes and Desserts:             <ul style="list-style-type: none"> <li>○ 825 W Commonwealth Ave, Fullerton, CA 92832</li> <li>○ 4.8 stars</li> </ul> </li> <li>● Hapa Cupcakes and Cakes             <ul style="list-style-type: none"> <li>○ 105 W Amerige Ave, Fullerton, CA 92832</li> <li>○ 4.7 stars</li> </ul> </li> <li>● Beverly's Bakery             <ul style="list-style-type: none"> <li>○ 3020 N Brea Blvd, Fullerton, CA 92835</li> <li>○ 4.3 stars</li> </ul> </li> </ul>

## Research: Competitors

**Dolce Vita Bakery:** This bakery operates in the owner's home and is 2.2 miles away from Layered Cakes + Bakes. They don't have a strong social media presence or Yelp and Google reviews. They manage around 20 likes per picture on Instagram and three comments. They focus on website traffic having eight personal reviews on their website. They are a competitor because they target local families by using religion and school in their advertising.

**Address:** 1933 W Jacaranda Pl, Fullerton, CA 92833

**Grace & Honey Cakes:** This bakery operates in Costa Mesa and is a social media competitor. They have five stars on Yelp with 157 reviews and five stars on Google with eight reviews. They receive orders from all surrounding cities even from Orange County. She has 13.3K followers on Instagram and gets 100-500 likes on her photos. Both her Instagram and website are put together and make the ordering process easy. She is open Monday through Friday, 9 a.m. - 5 p.m. by appointment. They are still operating normally during the pandemic because they have a partnership with The Hyatt Regency in Newport Beach.

**Address:** 2915 Red Hill Ave c105, Costa Mesa, CA 92626

**CocoaBerry Cake Co.:** This is a bakery that operates in Placentia and is a social media competitor. They have five stars on Yelp with 66 reviews and five stars on Google with 28 reviews. They also have 14.8K followers on Instagram managing about 110 likes per picture and 559 likes on their Facebook page with 574 followers. They also offer vegan and keto options which are beneficial to reaching new clients and following trends. They have a great website that is organized and easy to understand.

**Hapa Cupcakes and Cakes:** Is based in Fullerton. They specialize in alcohol-infused gourmet cupcakes and cakes. They have 23.1K followers and were on FoodNetwork participating in Cupcake Wars. They have also been featured in OC Weekly, OC Register, and ENews!. They have 4.5 stars reviews on Yelp with 1,377 written reviews.

**Patty's Cakes and Desserts:** Is based in Fullerton. Patty started her business back in 1985. Patty's Cakes has been featured on CBS 2 News, ABC 7 News, and Good Day LA. Her business has also won many awards throughout the years, one of them being Fullerton's Small Business of the Year in 2015. Her bakery has 4.8 stars on Google reviews and 4.3 stars on Yelp with more than a thousand reviews.

## Research: Problem Statement

Layered Cakes + Bakes needs to elevate their social media usage by posting effective content that builds their following while also generating an interactive audience. During these unprecedented times which limits gatherings, they want to help people celebrate the little things in life.

## Planning: Key Publics

For this campaign, we are targeting **one** primary public and **one** secondary public. By effectively reaching these audiences, we hope to achieve our desired goal and objectives.

### **Primary Public:**

1. **Customers:** These are the publics who either have purchased an order from the cake studio and/or follow the cake studio on social media. These customers are mainly young adults who celebrate events such as birthdays, weddings, and more. They are people who are influenced by social media to purchase items based on reviews, recommendations, and visually pleasing pictures. We will target these customers by using key messages that inspire them to want to celebrate upcoming events in their life and/or display the high quality of these baked goods.

### **Secondary Public:**

1. **Social Media Influencers/Digital Creators:** We have chosen to target local social media influencers/digital creators that have content that revolves around sharing what food they love with their followers. We will pitch to them the quality of the pastries, the need for supporting small businesses, and the shared experience the community has when trying out delicious pastries. We believe that local social media influencers can create content that encourages people to support local businesses in their communities. We hope through this type of exposure, Layered Cakes + Bakes will be able to expand their customer base.

## Planning: Primary and Secondary Messages

### **Primary: Caucasian and Latino adults, 24-34 years of age**

- Enjoy a delicious pastry without the guilt of having too much sugar.
- Each bite taken from Layered Cakes + Bakes is a bite of heaven.
- Layered Cakes + Bakes is here to cater to your confectionery desires from designer cakes to freshly baked cookies and everything in-between.

### **Primary: Caucasians and Latino adults, 35-44:**

- Layered Cakes + Bakes will be here to satisfy you and your loved ones during these uncertain times.
- Although we are facing difficult times, we don't have to do it alone. Celebrations with our loved ones may not be as big as they used to, but they are just as strong. Stay safe and have a slice of cake.

### **Secondary: Social Media Influencers/Digital Creators**

- At Layered Cakes + Bakes, magic is created with our assorted pastries that will leave a smile on you and your hearts.
- At Layered Cakes + Bakes, we strive on creating memories that last a lifetime with the help of our magical kitchen and staff.

## Planning: Goals and Objectives

Primary goal: To increase awareness of Layered Cakes + Bakes on their social media platforms by creating content that generates attraction from the general public in Orange County, specifically Fullerton, to her social media and website.

### Objectives

1. Increase social media following by 50 followers on Instagram by **December 8, 2020**.
2. Secure two social media influencers to raise brand awareness about Layered Cakes + Bakes, preferably people with five-figure followings, by **December 8, 2020**.
3. Increase online social media engagement by 10% on Facebook and Instagram by **December 8, 2020**.
4. Increase visits to the website by 15% by **December 8, 2020**.

## Implementations: Strategies, Tactics, and Tools

**Objective 1:** Increase social media following by 50 followers on Instagram by December 8, 2020.

**Strategy:** Create a two-month social media calendar with content that highlights the creator of the cakes, the process of creating cakes, and finished products.

**Tactic:**

- Post main feed content three to five times a week
- Post content on Instagram Stories and use the highlight feature
- Post on Instagram Stories three times a week, and every story should be 2-3 posts long
- Create highlight cover photos for Instagram
- Personalize social media with an “About Me” video
- Have client pose with the cakes to be more personal and authentic
- Create giveaway to increase followers
- Use effective hashtags

**Objective 2:** Secure two social media influencers to raise brand awareness about Layered Cakes + Bakes, preferably people with five-figure followings, by December 8, 2020.

**Strategy:** Pitch story to social media influencers/digital creators about supporting small businesses during these tough times.

**Tactics:**

- Create a list of influencers/digital creators (add emails)
- Reach out to five influencers on Instagram and secure two of them
- Create a media kit for the influencers/ digital creators

**Objective 3:** Increase online social media engagement by 15% on Facebook and Instagram, by December 8, 2020.

**Strategy:** Create a two-month social media calendar with content that highlights the creator of the cakes, the process of creating cakes, and finished products.

**Tactics:**

- Post twice a week on Facebook (post one during the week and one during the weekend)
- Post availability for taking pre-orders
- Post reviews that customers have left
- Create graphics for content and layout
- Use effective hashtags

**Objective 4:** Increase visits to the website by 15% by December 8, 2020.

**Strategy:** Organize website to make it easy to navigate and have sections that increase engagement.

**Tactics:**

- Have an “About Me”, “Publications”, and “Review” sections
- Add a “How to Order” section
- Organize the gallery to be cohesive
- Create social media posts about the website