



TheMagicBrand® Social Media Marketing Plan

MKTG 3680 Social Media Marketing

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EXECUTIVE SUMMARY

Antonia Smile is a company based in Austin, Texas which creates custom designed cookies for parties and small events. They use a 3-D printer and organic ingredients to create high quality, custom designed sugar cookies based off of whatever theme a customer requests. Antonia Smile also offers chocolate chip cookies and alfajores. This report provides analysis and recommendations to help Antonia Smile grow their business.

The first section provides analysis of Antonia Smile's current digital strategy. We performed a social media audit, and then created a Digital Strategy Board to display her vision, mission, values, strategic goal, and social media audit score. In this section we also discuss a few key objectives and key products which drive Antonia Smile's sales.

The next section is the market analysis, which gives an overview of the product Antonia Smile sells, explains their "why", and provides insights into the social media patterns of their target market. We have created two buyer personas to give a clearer picture of the target market and included information about the personas and key roles on a Market Analysis Board.

The next section is the competitive analysis, in which we identify business competitors and examine the various key success factors and distinctive competencies which are necessary to be successful in the custom cookie industry. We then used this information to rate Antonia Smile against each competitor to determine areas of improvement, which is explained on the REAL Competitive Analysis Board.

The following section is the social media campaign concept, where we explain the Inspiration Board for the Antonia Smile brand. We discuss the brand persona and verbal identity of Antonia Smile, offer specific hashtag suggestions, and provide a sample Instagram post implementing the suggestions we give.

The last section is the social media communications plan, where we discuss the four key strategies we suggest for Antonia Smile. We provide an editorial calendar which outlines 16 social media posts, as well as provide ready-to-use copies of each post for Antonia Smile to use. We then explain our influencer recommendation and provide a ready-to-use educational blog post for Antonia Smile.

DIGITAL STRATEGY



Vision

Antonia Smile’s vision is to become “The Cookie Lady” and be the first person that people think of when they are looking to make an occasion truly memorable. They want to be the go-to business for unique and delicious treats in the Austin, Texas area.

Mission

Fueled by a passion for creativity and individuality, Antonia Smile uses innovative decoration techniques and high-quality, locally-sourced ingredients to create one-of-a-kind memories for each and every customer.

Values

- Creativity
- Individuality
- Passion
- Innovation

General Strategy

The general strategy for Antonia Smiles is going to be to create a business Facebook page that allows new people to find them locally, as well as allows them to reach out to people that are interested in their products. Through targeted ads and a professional looking Instagram and Facebook, they will be able to become well known locally.

Key Objectives & Metrics

- Grow Instagram followers to 1,000 by the end of 2021. This will increase brand awareness and brand authority among potential customers.
 - Metric: # of new follows
- Create a Facebook business page and grow followers to 1,000 by the end of 2021. This will expand Antonia Smile's reach substantially, especially considering that her personal Facebook is where she does most of her marketing currently.
 - Metric: # of new likes
- Increase shareability of content on social platforms. This increases the likelihood that content will be shared, which is very important for growing your reach organically.

- Metric: # of hashtags and brand mentions on IG and FB
- Increase post reach by creating a targeted ad for a promotion (a specific promotion suggestion is provided in the Social Media Communications Plan section). This will drastically increase the amount of people that see Antonia Smile's account, which will lead to increased followers, higher engagement, more brand recognition, and new leads.
- Metric: # of impressions, engagements, and new followers

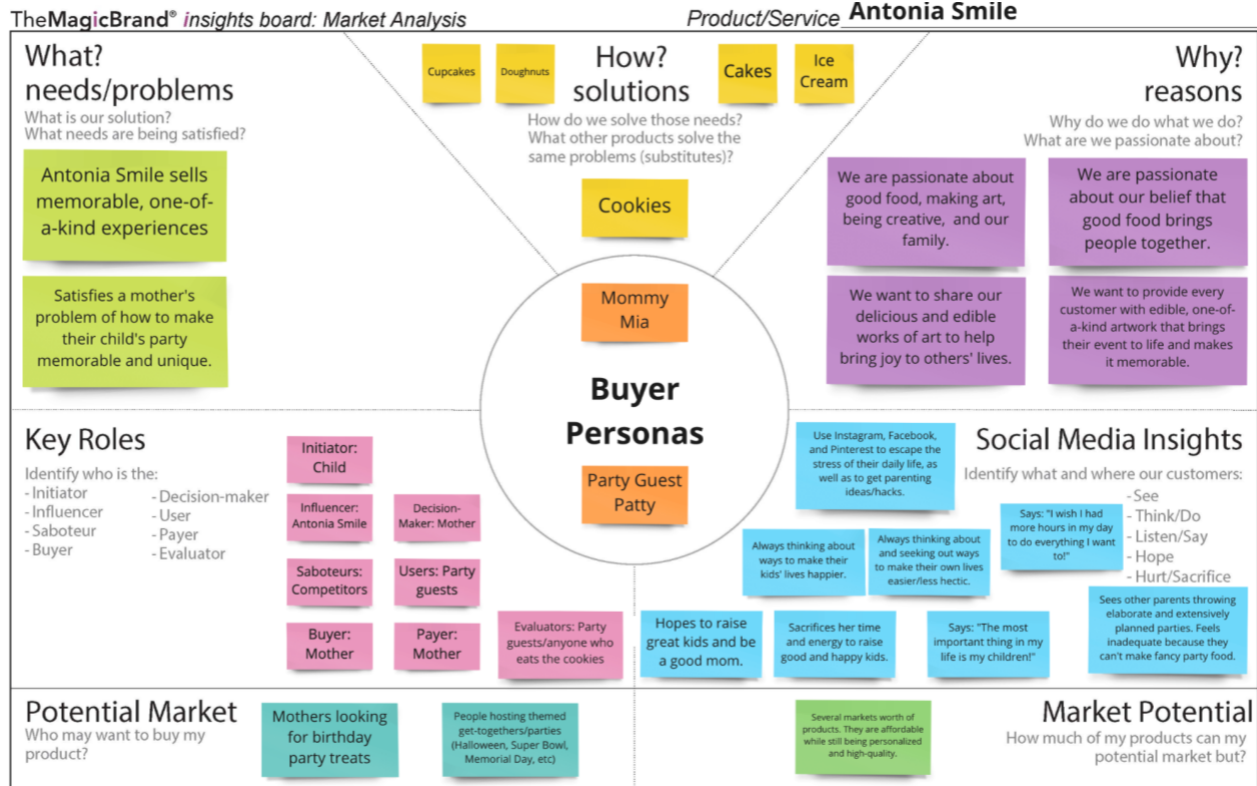
Key Products

Antonia Smile's key products are custom made vanilla sugar cookies, as well as chocolate chip cookies and alfajores.

Social Media Audit Scores

Antonia Smile's overall social media score is currently a D. We gave them a D in General, F in Paid, B- in Owned, and C in Earned. The only social media presence they have is on Instagram, where they have 146 followers. Their engagement rate is approximately 30%.

MARKET ANALYSIS



Proposed Solution

We propose that Antonia market herself based on the statement, “Antonia Smile sells memorable, one-of-a-kind experiences”. This focuses on the fact that their business sells memories and joy, rather than just cookies, which is something that will resonate much more effectively with their target market. Humanizing the brand in this way will also help them stand out from the crowd as a more relatable business because they are selling a desirable experience, rather than just simply a pastry.

Key Roles

For the key roles in this scenario, the child is the initiator. They are having a birthday party and their mother needs to buy dessert for the party. The influencer is Antonia Smile, because they

influence the mother to buy something other than cake. Saboteurs are competitors that could solve the mother's problem, either with similar cookies or with a substitute like cake or other personalized experiences. The buyer, decision maker, and payer are all the mother in this scenario. Lastly, the users and the evaluator are party guests and anyone who eats the dessert provided.

Buyer Persona 1

Our first buyer persona is Mommy Mia, a mother who is looking for a treat for her daughter's 7th birthday party. Mommy Mia has three kids and is a stay-at-home mom who does freelance photography occasionally. Her husband works in the tech industry and they live in a very nice neighborhood. She is searching for something fun and personalized to do for her daughter's upcoming birthday party and is highly focused on finding something unique. She wants to make a good impression on the guests and provide a cute photo opportunity for her daughter. Not only does she want her child to be happy, but she wants to impress the other parents with how well the party is set up. She has an idea in mind for decorated cookies but is not skilled enough to create something on her own, so she needs to look to an outside source. She is concerned about taste and worries that it will be hard to find a dessert that looks great but does not sacrifice flavor in the process. She is looking for an option that will satisfy all her concerns and deliver the exact thing she is looking for.

Buyer Persona 2

Our second buyer persona is Party Guest Patty, a mother who attends the party Mommy Mia throws for her child. Party Guest Patty has three kids of her own, and also works full time as a dance instructor at the local dance studio. She recently moved to the area and is starting to plan her son's 5th birthday party but is nervous about getting everything just right. She wants the

party to be unique and fun for the kids, and also help her make a good impression on the other mothers. She doesn't have very much time at home during the day, and she's usually pretty tired after work so she doesn't have the energy to make elaborate party food. She is impressed by the detail of the cookies she sees at Mommy Mia's party and follows Antonia Smile on Instagram after seeing the name on the cookie box.

Social Media Insights

If Antonia Smile has professional photos and consistent posts across social media platforms, this will be viewed by potential customers as evidence of her dedication and product quality. By having a target market of mothers, Antonia Smile is targeting a group of people who sacrifice their time and energy to raise good kids. Their greatest hope is to be a good mom and they think about that in everything they do. These women use social media to escape from the stress of daily life, as well as to get ideas for things for their kids. When the time comes to plan something, they want to do something unique and special but also something that is easy for them to navigate. If Antonia Smile creates a strong social media presence with professional, useful content, the mothers will see that and be likely to buy from her.

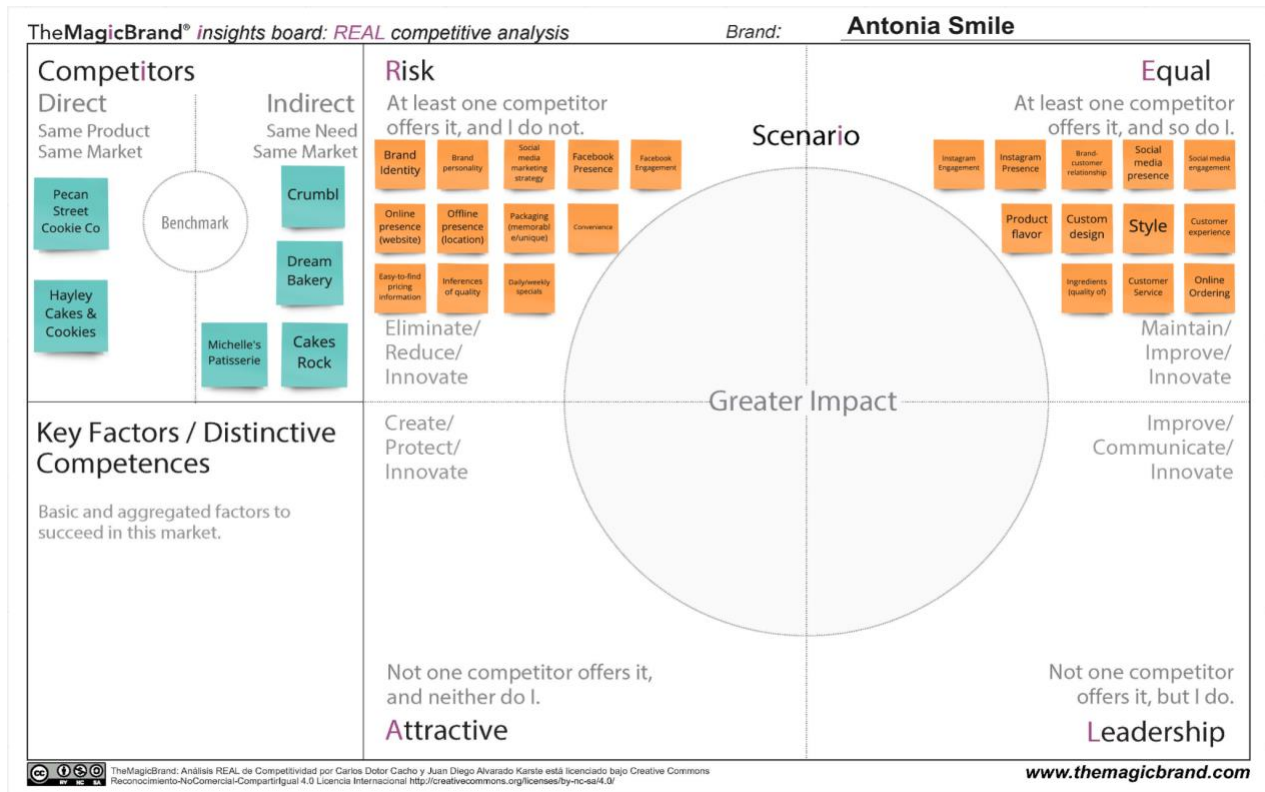
Potential Market

Antonia Smile's target market is primarily mothers who are planning events for their kids, whether that is a birthday party or another kind of get together (like a holiday party). These mothers are upper-middle class and have expendable income to spend on their kids' parties.

Market Potential

Several parties worth of products. They are affordable while still being personalized and high-quality.

COMPETITIVE ANALYSIS



Competitors

Crumbl

Crumbl is a cookie company that offers a rotating menu of cookies at over 200 locations and offers home delivery. Crumbl is a well-known cookie company with clear and consistent branding. What makes Crumbl unique and a competitor to Antonia Smile is that they offer delivery, catering, curbside pickup, and shipping, making the customer experience easy and convenient.

Pecan Street Cookie Co.

Pecan Street Cookie Co. is a cookie company local to Austin, Texas. Their unique value proposition is that they create custom cookie cutter designs using a 3-D printer as well as sell

custom cookie designs. They are a competitor to Antonia Smile because they offer the same product of custom designed cookies made with a 3-D printer. However, they have the advantage in selling not only to those who want to create their own cookie designs but also to those who want to purchase already made custom cookies. What Pecan Street Cookie Co. lacks is a consistent branding and social media strategy in which our client, Antonia Smile, will have the advantage.

Hayley Cakes and Cookies

Hayley Cakes and Cookies is another local cookie shop located in Austin, Texas. They offer a variety of cupcakes, cakes, and cookies that are all customizable to any theme for any party. They also offer shipping and local pickup. What makes Hayley Cakes and Cookies a competitor is that they offer customizable baked goods. They have a very strong social media presence with 356K followers and a consistent posting schedule.

Dream Bakery

Dream Bakery is a low-carb, keto, and gluten-free bakery located in Austin, Texas. They focus on the quality of their ingredients and a variety of options for their customers with dietary needs, and this is what makes them unique to their competitors. This positions them as a threat to Antonia Smile because Antonia Smile currently does not offer any special dietary options.

Michelle's Patisserie

Michelle's Patisserie specializes in creating custom cakes. They have a variety of cake flavors, as well as cupcakes, pastries, and cookies available for customers to choose from. Michelle's Patisserie has the advantage of being community focused and involved in events in Austin, allowing them to further advertise their brand and accumulate new customers. In this instance,

Antonia Smile has the advantage when it comes to turnaround time, as Michelle's Patisserie requires a two month notice and Antonia Smile requires two weeks.

Cakes Rock

Cakes Rock is a custom cake shop which uses all-natural ingredients and offers accommodations for dietary restrictions. What makes Cake Rocks unique is that they offer sculpted and gravity defying cake designs that really allows their customers to think creatively and make their cake dreams come true. They are a competitor due to the nature of their creativity as Antonia Smile is also very creative with their designs.

Key Success Factors & Distinctive Competencies

Brand Identity

Company has a well-defined brand identity, which is seen through the visual elements of their brand including name, color, designs, copy, and logo.

Brand Personality

Company has a well-defined brand personality, which creates a consistent emotional association in the mind of their target market.

Brand-Customer Relationship

Company interacts with customers and potential customers in a way that cultivates feelings like those in an interpersonal relationship, such as love, trust, connection, and commitment.

Facebook Presence

Company has a business page on Facebook and makes posts (photos, videos, and stories) on a regular basis.

Instagram Presence

Company has a business account on Instagram and makes posts (photos, reels, and stories) on a regular basis.

Instagram Engagement

Company Instagram has a strong and consistent level of engagement, for metrics such as likes, comments, and shares.

Facebook Engagement

Company Facebook has a strong and consistent level of engagement, for metrics such as likes, comments, and shares.

Social Media Marketing Strategy

Company has a purposeful and well-defined strategy for marketing on social media, which is reflected in the content they share, frequency of posting, use of hashtags, etc.

Customer Experience

Company operates in a way that gives customers a positive impression of the brand as a whole, throughout all aspects of the buyer's journey.

Online Presence

Company has a strong and effective online presence which accurately represents the brand and creates a positive impression. This includes their website as well as any other content about the brand that can be found online via social platforms, articles, search engines, etc.

Offline Presence

Company has a physical store location that is inviting and provides customers with a pleasant experience.

Product Flavor

Company uses specific recipes, flavors, etc to produce a cookie that has a unique and enjoyable taste.

Custom Design

Company offers customized designs for their products.

Style

Company has a well-defined style for their product(s) which can be seen in the product decoration, design, etc.

Ingredients

Company uses high-quality ingredients in their products.

Packaging

Company uses specific packaging for their products to further their brand and customer experience, such as boxes, wrapping paper, etc.

Easy-to-Find Pricing Information

Company is transparent with pricing information and makes prices easy for customers to find.

Inferences of Quality

Company communicates the quality of their product to customers in-person and across all online platforms using copy, photos, etc.

Daily/Weekly Specials

Company offers different products on a daily or weekly basis.

Convenience

Company provides a hassle-free ordering experience for customers.

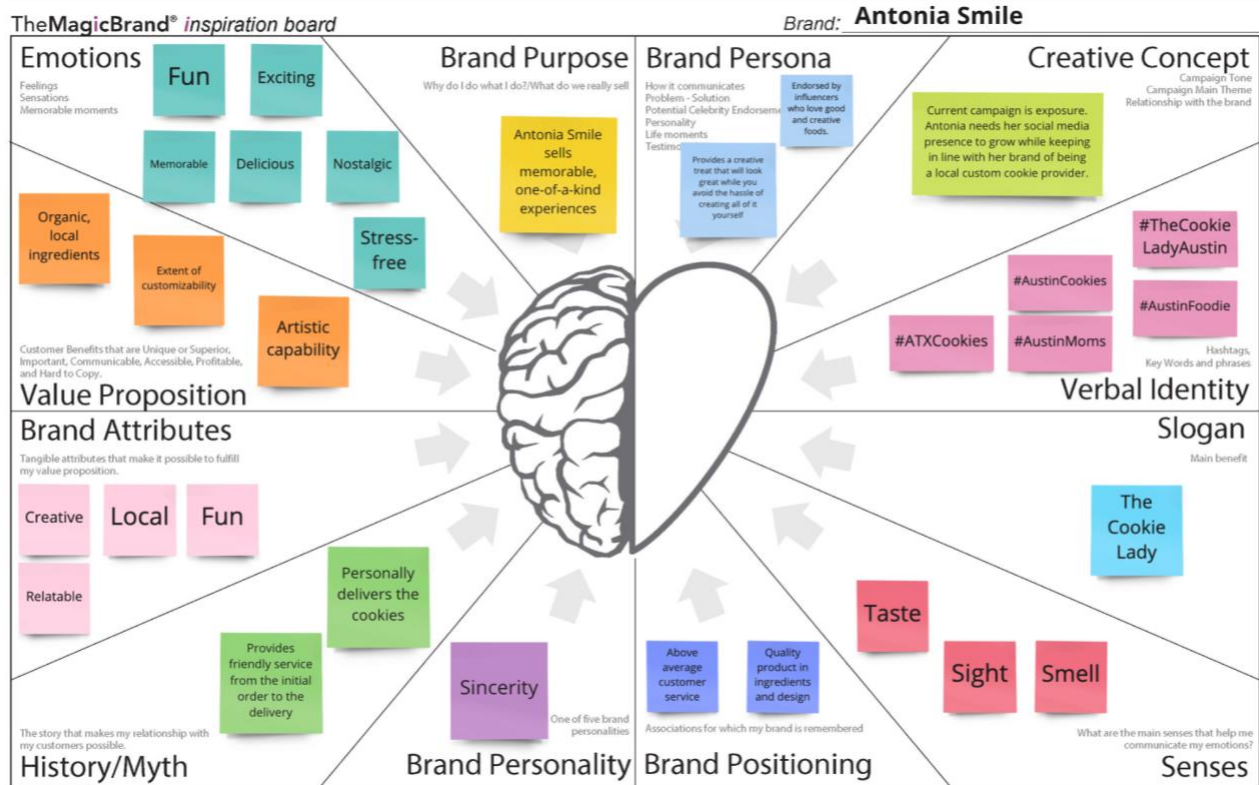
Customer Service

Company provides customers with helpful assistance and advice in every stage of the buying process. Contact methods are easy to find and use.

Online Ordering

Company offers a way to order products online through their website, email, or a contact form.

SOCIAL MEDIA CAMPAIGN CONCEPT



Brand Persona

Antonia Smile values creativity, individuality, precision, passion, innovation, and hard work. We want Antonia Smile to be portrayed as “The Cookie Lady”: a fun and down-to-earth neighborhood baker and professional businesswoman. Our creative concept is to present Antonia Smile as a brand that is relatable to the target market of upper-middle class mothers with kids ages 1-16. This relatability will come through a bold and playful brand identity as well as consistent posting using personalized copy in social media captions and on their website.

Creative Concept & Brand Identity



We created a set of brand identity inspiration items for Antonia Smile which includes a logo, brand colors, a website banner, an order thank-you card, and a sample Instagram grid to help the client visualize our brand identity suggestions better. The logo we created for Antonia Smile uses light blue and cream, which we believe would help her brand be perceived as competent, professional and playful. This logo can serve as her profile picture across her different social media platforms as well as a sticker to seal the plastic around her cookies. This will allow her brand to be recognisable and consistent throughout the platforms she uses. The overall brand feel will be colorful, bright and exciting.

Brand Personality

The Antonia Smile brand personality is “sincerity”, with traits such as friendly, down-to-earth, wholesome, cheerful, and honest.

Brand Attributes

The brand attributes of Antonia Smile include being creative, local, fun, and relatable.

Brand Proposition

For busy parents who want to celebrate memorable events with something unique, our cookies are works of art made from the highest quality organic and locally-sourced ingredients.

Verbal Identity

We want Antonia Smile to feel approachable and fun, which is why we suggest that all of Antonia Smile’s posts on social media be written as if she is talking to the individual reading the post. The main way this should be implemented is by using first person voice when speaking about the company online, both on social media and on the company website.

Suggested Hashtags

#TheCookieLadyAustin	#AustinTX	#ShopLocal
#AntoniaSmile	#CookieArt	#SupportSmallBusiness
#AustinFoodie	#CookieArtist	#SmallBusinessSaturday
#AustinBakery	#CookieDecorating	#AustinSweets
#AustinCookies	#CookiesOfInstagram	#SugarCookiesOfInstagram
#AustinLife	#CustomCookies	m
#AustinEats	#DecoratedCookies	#SugarCookieDecorating
#ATX	#ShopSmall	#WomanOwnedBusiness
#AustinLife	#SugarCookies	#AustinFoodStagram

#ATXFoodie

#AustinMoms

#ATXKids

#ATXCookies

#AustinFamily

#ATXMoms

Example Social Media Post

antoniasmile_

@ANTONIASMILE_
SMALL BUISNESS
AUSTIN · TEXAS
CUSTOM COOKIES
BIG HEART
#COOKIELADYAUSTIN

46 likes

antoniasmile_ 🍪 Every batch of cookies is handmade and decorated by me, Antonia! I work personally with my clients to create a memorable and unique experience through the cookies I create. Message me to find out how I can make this a possibility for you!

antoniasmile_ . . .
#TheCookieLadyAustin #AustinCookies
#AustinBakery #AustinFoodie

SOCIAL MEDIA COMMUNICATIONS PLAN

Key Strategies

Strategy #1: Influencer Marketing Strategy

The theme of this strategy is an influencer partnership to do a giveaway of one dozen customized Antonia Smile cookies. The objective of this strategy is to gain more Instagram followers for Antonia Smile. Brooke Eliason, @FemaleFoodie, has 78,500 followers on Instagram and we will utilize her channel to connect people with similar interests to Antonia. As a young mother, Mrs. Eliason falls in Antonia Smile's target market, so it is highly likely that this partnership will lead to an increase in followers as her followers will be interested in Antonia Smile's content as well. An in-depth explanation of why we chose Mrs. Eliason can be found in the "Influencer Recommendation" section below. For the post, we recommend that Mrs. Eliason post a photo of herself and her kids eating Antonia Smile cookies, with a caption talking about how delicious the cookies are and how excited she is to be doing a giveaway. Additionally, Antonia Smile will post about the giveaway 3-4 times per week on their Instagram story and 1-2 times per week on their feed.

Strategy #2: Contest

The theme of this strategy is a photo contest on Instagram. The objective for this strategy is to increase brand awareness and get free advertising from participants. The contest will involve participants posting a creative photo taken with a cookie from Antonia Smile, using the hashtags #AntoniaSmile and #CookieSmilePhotoContest, and tagging @antoniasmile_. The contest will run from September 16, 2021-October 15, 2021. There will be a winner chosen each week via voting using a poll in Antonia Smile's Instagram and Facebook story, and the weekly winner will

receive a 20% off coupon for any future purchase. A final poll will be taken of all of the winners to decide a grand prize winner, who will receive one dozen free customized cookies. The winner will be announced October 18th.

This contest will help Antonia Smile in many ways. First, it will create more User-Generated Content for Antonia Smile which will give them a lot more content to post on their feed and in their stories and highlights. Having a weekly poll on Facebook and Instagram will increase engagement on Antonia Smile's social media platforms, which will lead to increased post visibility. Additionally, this will increase the follower count on Antonia Smile's Instagram because participants are required to tag @antoniasmile_, which will likely influence some of their friends to follow the account as well. This contest will also help boost sales because participants must use a cookie they purchased from Antonia Smile.

Strategy #3: Promotion










The theme of this strategy will be "Labor Day Cookie Sale"—a promotion that runs from August 9, 2021-September 6, 2021 (Labor Day). The objective of this strategy is to boost sales as well as increase brand awareness and follower count. For this promotion, all cookies are 15% off. Most kids go back to school in August and September, so the copy and imaging used for this promotion will be focused on celebrating the end of summer with cookies. A lot of people mark Labor Day as the "end of summer", and many people either throw or attend Labor Day parties. Most people start planning their parties a few weeks in advance, so the four week timeframe for this promotion provides plenty of time for Antonia Smile to make the orders since they are all custom. Also, starting a month early will help to draw in people who might otherwise be drawn to competitors. The primary graphic for the promotion would be a photo of kids at a pool party




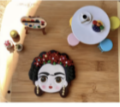


holding cookies and laughing. The caption would include details of the promotion as well as the effective dates and a call to action.

Strategy #4: Social Media Challenge

The theme of our social media challenge is to get users on Instagram to decorate a cookie like Antonia Smile. The objective of this strategy is to increase engagement and get User-Generated Content to share on Antonia Smile's social platforms. Participants in the challenge will upload a video or picture of their attempt at re-creating a cookie that Antonia Smile made. They will include the hashtag #CookieCopyCat and tag @antoniasmile_. The challenge will be open to anyone, and although it is not a contest so there is no official "prize", Antonia Smile may share entries that are unique, funny, or otherwise interesting to their stories or feed.

Editorial Calendar

Editorial Calendar								
#	Date	Platform	Type of Post	Caption	Hashtags	Image Description	Call to Action	Thumbnail
1	Friday 9/3	Instagram	Engagement/Reel	The CUTEST baby shower themed cookies 🍪💕 Place your order today for your next special event. As always, link in bio!	#BabyShower #AntoniaSmile #ShopSmall #AustinFamily	Image is of the 3 different cookies that were designed during the time lapse. The cookies are each on a mini easel giving off the impression that they are not just a dessert, they are art.	"Place your order today for your next special event"	
2	Saturday 9/4	Instagram	Sales promotion	Add something sweet to your summer sendoff with a box of my custom-designed cookies! 🍪 All cookies are 15% off if you order between Saturday, September 4th to Monday, September 6th.	#LaborDay #AntoniaSmile #CookieSale #CookiesOfInstagram	Image is of a playful child in a pool that works with our target markets. With text detailing the Labor Day Sale.	"Order now and get 15% off your purchase"	
3	Sunday 9/5	Instagram & Facebook	Educational	Dreaming of a warm, chewy chocolate chip cookie 🍪 I've compiled some essential baking tips just for my beginners out there. Head over to the blog with the link in my bio to see what the buzz is all about 🍪	#ChocolateChipCookies #Recipe #AustinCookies #TheCookieLadyAustin #AntoniaSmile	Image is a simple layout of cookies with the blog post title	"Head over to the blog with the link in my bio"	
4	Monday 9/6	Instagram	Promotional	Have a wedding coming up? Wow your guests with a custom-designed cookies starting at only \$50! Visit the link in my bio to start your order today 💕	#Wedding #AntoniaSmile #SugarCookiesOfInstagram #SupportSmallBusiness	Image is of a cookie set up that was done for a previous wedding	"Visit the link in my bio to start your order today"	
5	Tuesday 9/7	Instagram & Facebook	Giveaway/Influencer Marketing Strategy	"We are partnering with Brooke Eliason at @Femalefoodie for a GIVEAWAY! 🍪 Enter for the chance to win the ultimate cookie bundle- 24 dozen customized cookies. To Enter: follow @antoniasmile_ & @femalefoodie, and tag 3 friends that you'd want to share your custom cookies with. 🍪 Winner announced on Instagram on Monday, September 19th.	#Giveaway #Femalefoodie #AntoniaSmile #AustinSweets	Image is our influencer showing off one of our cookie designs	asking participants to follow our account	
6	Wednesday 9/8	Instagram	Educational/Blog Post	Icing a cookie is no joke so I've compiled a list of 5 tips and tricks to make that icing go on as smooth as butter. Sign up for my newsletter to receive more tips and tricks 🍪	#TheCookieLadyAustin #AntoniaSmile #CookieArtist #DecoratedCookies	Picture includes a finished layout of the cookies that were decorated for the tips and tricks blog post	"Sign up for my newsletter to receive more tips and tricks!"	
7	Thursday 9/9	Instagram	Promotional	"A long time ago in a galaxy far, far away..." These custom-designed cookies would look perfect at your next themed party. Find the link in my bio to begin your custom order today 🍪	#StarWars #AntoniaSmile #AustinMoms #DecoratedCookies	Image is the iconic lineup of the star wars character. The idea of the post is to show variety in designs that come within the cookie lineup to get customers excited about their next event that can be brought to life in cookie form.	" Find the link in my bio to begin your custom order today "	
8	Friday 9/10	Instagram & TikTok	Engagement/Fun	"All you need is love." 🍪 Are you a Beatles fan? Share your favorite song in the comments! 🍪	#ATXCookies #AntoniaSmile #AustinBakery #TheBeatles	Video will be of different shots of cookies making their way to their final destination. It will be edited to a current trending song on TikTok and include fun edits/angles that make the video entertaining to watch.	"Share your favorite song in the comments"	
9	Saturday 9/11	Instagram & Facebook	Educational	Switching it up this weekend and sharing a delicious cake recipe on the blog. Visit the link in my bio to check it out!	#SupportSmallBusiness #CakeRecipe #AntoniaSmile	Image is of two types of cakes that are covered in the blog post	Visit the link in my bio to check it out!	

10	Sunday 9/12	Instagram & TikTok	Challenge	Details, details, details! Show me your recreation of my favorite cookie design. Don't forget to tag @AntoniaSmile 🍪 #CookieCopyCat	#CookieCopyCat #TheCookieLadyAustin #AntoniaSmile #AustinLife	Video shows a timelapse of Antonia decorating this cookie along with close ups of the cookie to show the details	"Show me your recreation" "tag @AntoniaSmile"	
11	Monday 9/13	Instagram & Facebook	Educational	It's been said that we have the best cookies in town... Have you tried them yet? Well great news, a new blog post for my favorite cookie recipes and flavors was just posted. Comment your favorite cookie flavor down below 🍪	#CookiesOfInstagram #AustinLife #AustinFoodie #AntoniaSmile #CookieRecipe	Image is a delicious stack of one of the flavor of cookies that is detailed in the blog post	Comment your favorite cookie flavor down below	
12	Tuesday 9/14	Instagram & Facebook	Influencer marketing strategy	GIVEAWAY REMINDER! 🌟 You won't want to miss out on this exciting giveaway with @femalefoodie. Giveaway ends September 19th. Head to the original post on the @AntoniaSmiles_ feed to enter 🍪❤️	#Giveaway #FemaleFoodie #AntoniaSmile #AustinTX	Image is of a sheet of cookies that has the text "Giveaway Reminder" in a bold color	"Head to the original post on the @AntoniaSmiles_ feed to enter"	
13	Wednesday 9/15	Instagram, Facebook, and TikTok	Engagement- Reel/TikTok	A Frida Kahlo moment 🌸 Send this to a Frida Kahlo lover in your life	#CustomCookies #CookieDecorating #AustinSweets #FridaKahlo	Video will include a fun edit of the Frida inspired cookie. A trendy song will be used along with jump cuts and the cookie in an interesting and aesthetic background	"Send this to a Frida Kahlo lover"	
14	Thursday 9/16	Instagram	Contest	Calling all creatives! We have a photo contest for you! 📸❤️ Share a picture of your favorite #AntoniaSmile cookie creation out and about and post it on your Instagram page for a chance to win the weekly prize: 20% off a future order until December 31, 2021 or win the grand prize: Free dozen completely customized cookies for your next event. Contest runs from September 16th-October 15th with a winner chosen every Friday and final winner announced October 18th. Rules: Must be following @AntoniaSmile_ Must include at least one cookie in the photo Must include @AntoniaSmile_, #AntoniaSmile and #CookieSmilePhotoContest in your Instagram post. Add your photo to your Instagram story for an extra entry with proper hashtags No offensive material will be accepted. Have fun!	#AntoniaSmile #CookieContest #AustinLife #CookiesOfInstagram	Image is a simple text layout of the giveaway details	"Share a picture of your favorite #AntoniaSmile cookie creation out and about"	
15	Friday 9/17	Instagram & Facebook	Promotional	Mario + Peach the best combination that will bring your next event to life. Don't wait, order today 🍪	#CookieArt #CustomCookies #AntoniaSmile #SugarCookies #MarioKart	Image is of decorated Mario and Princess Peach cookies that detail the work that Antonia does to decorate cookies	"Don't wait, order today"	
16	Saturday 9/18	Instagram & Facebook	Educational	Saturday plans = staying in and making brownies. 🍪 I wanted to share the BEST brownie recipe with all of you, find the link in my bio. If you like soft, extra chocolatey, smooth, brownies you are in for a treat! Don't forget to sign up for my newsletter for even more recipes 🌟 #LinkInBio	#TheCookieLadyAustin #AntoniaSmile #WomanOwnedBusiness #BrownieRecipe	Image is of a simple sheet of baked brownies. Photo also acts as a "filler" photo for the Instagram grid to provide balance.	"Don't forget to sign up for my newsletter for even more recipes"	

Influencer Recommendation

The influencer that we are recommending is Brooke Eliason (@FemaleFoodie), a food blogger with 78,500 followers on Instagram. She started her blog Female Foodie in 2010, and since then Female Foodie has grown to include 16 different female food bloggers across the country who all blog about the best foods in their cities. One of those bloggers is based in Austin, Texas, and

there is a section on the Female Foodie website all about the best food Austin. Brooke herself travels to different cities to try the foods, but the fact that she also has an employee based in Austin makes us feel significantly more confident that she would want to partner with Antonia Smile.

We chose to partner with Mrs. Eliason as our influencer because, as an upper-middle class woman in her 30s with two young kids, she fits the demographics of Antonia Smile’s target market perfectly. The people who follow her on Instagram are likely to be moms with some expendable money, who enjoy good food and trying new restaurants. This is why we believe that she is the best influencer for Antonia Smile to work with.

Mrs. Eliason also recently partnered with Chip, a Utah-based cookie company that we included in the competition analysis for Antonia Smile, which tells us that she would be willing to partner with Antonia Smile as well.

Sample Blog Post

Below is a sample blog post for Antonia Smile’s website. You can also visit adobe.ly/2VziePc for a real-life example of how this blog would look once published as a web page.

We decided to create a “How-To” blog post to give readers a list of tips from a professional. We chose this because it is a reference that people will come back to, and it provides a lot of value to the reader. This will help instill brand recognition in readers because they will think of Antonia Smile every time they bake their own cookies using the tips they learned from her. It will also help give the readers confidence in Antonia Smile as a business, because it provides high-quality, educational information that makes the business seem like an expert in their field.

6 Tips to Decorate Cookies Like A Pro

Face it: making and decorating sugar cookies can be difficult and confusing. Even though sugar cookie recipes are simple and decorating cookies seems like an easy process, there's a lot of things that can go wrong if you don't know what to look out for.

I mean, let's be honest... who *hasn't* put a tray of perfectly-cut cookies in the oven only to find shapeless blobs when you returned? I think it's a nearly universal experience for anyone who has baked cookies!

Before I became a baker, I used to struggle with getting my cookies to look how I envisioned them. After years of trial and error I've perfected my sugar cookie decorating techniques, and today I want to share them with you!

In this post, we'll cover six game-changing tips to help you start decorating your sugar cookies like a pro.

6 Tips for Pro-Level Cookie Decorating

Tip #1: For perfectly shaped cookies, roll them on parchment paper then put them in the freezer for 5 minutes before baking them.

Transferring cut-outs onto your baking sheet can be hard. Sometimes the cookies stick, tear, or the spatula ruins their shape. To eliminate this problem, simply roll and cut your cookies on parchment paper and place the parchment paper directly onto your baking sheet. This helps you reduce the risk of ruining the shape when you transfer them onto the pan for baking.



After you move the parchment paper onto your baking sheet, place the entire sheet in the freezer for 5 minutes. Putting the cookies and pan in the freezer helps prevent them from spreading while they're baking. Freezing the dough helps firm up the butter, and using a cool pan helps make sure they bake evenly.

Tip #2: ALWAYS Use Royal Icing



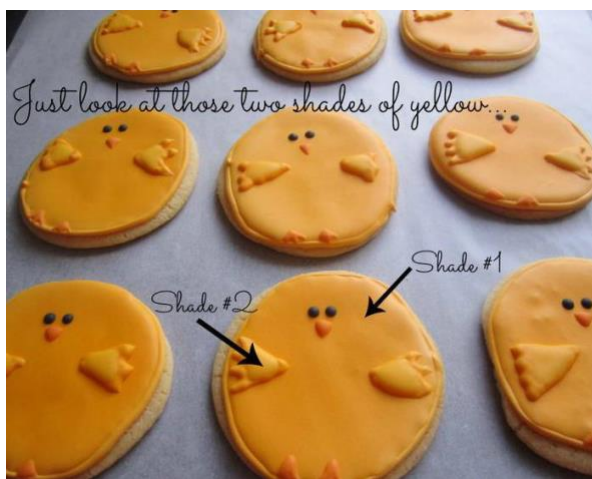
Royal icing is a simple frosting made with egg whites and powdered sugar that dries into a hard, smooth surface. The consistency can be easily adjusted with water, so you can make it as thin or as thick as your decorating needs call for.

The level of detail and accuracy you can get with royal icing is hard to beat. However, making and using royal icing can be intimidating for people who aren't familiar with it. If you need a recipe, [click here](#) for my favorite one.

My biggest tip for making royal icing is to use a spray bottle to thin it instead of adding water teaspoon by teaspoon. This helps you achieve the perfect consistency by adding water very

slowly, so you don't accidentally turn your icing into a bowl of flavored water. Using a spray bottle for my royal icing changed my life and made my decorating experience so much more fun because I wasn't ruining full bowls of icing anymore!

Tip #3: Always make more of each icing color and consistency than you think you'll need



If you're working with uncolored royal icing, this isn't as big of an issue. However, if your icing has any sort of coloring in it, the most important thing to know is that the icing will darken as it dries. If you run out of icing and make more, it will be really hard to get the exact same color as the first batch you made. If there is

any inconsistency in the color of the new batch versus the old, you will *definitely* notice the difference once it is dry.

Tip #4: Invest in a piping bag with a coupler for easy, perfectly straight lines



Investing in a good piping bag will drastically increase your decorating skills. Make sure to get one that has a coupler (a two-piece plastic tool that helps secure your tip to the bag). Not only does it make piping easier because you're not worried about frosting leaking out the sides, but it also allows you to change the tip

size you're using. For tip sizes, in general I love tip size #2 for outlining and filling in. If the cookie is smaller, use the #1, and if it's larger use the #3 or #4. One last word of advice for piping bags: tie the end of the bag with a rubber band to eliminate leakage from the back. Thank me later!

Tip #5: Use the “Pipe and Flood” method to get beautiful, glossy icing



The pipe and flood method is pretty much the go-to for professionals. To do it, make a batch of thick royal icing and outline your cookie with it (“piping”). Then, use thinner icing to “flood” the inside of the outlined area, allowing it to touch the outlined border. The thicker frosting from the “piped” border will prevent the thinner “flooded” frosting from

seeping over the edges. The finished result will be a polished and professional looking cookie with crisp, clean edges.

Tip #6: Toothpicks are your friend!

Toothpicks are an essential item in my kitchen and I highly recommend keeping some on hand when decorating with royal icing. If there's bubbles in your icing after flooding it, use a



toothpick to gently pop the bubbles right away. If you wait too long, the icing will start to harden and the bubble will pop on its own, leaving a hole in the icing which will be difficult to fix.

If you make a mistake with your icing (or smudge it with your finger like I do), just use a toothpick to scrape off the icing from the area you need to fix. Then, fill the area with icing again and use another toothpick to smooth out the new icing. Do this by sticking the tip of the toothpick in the new icing and jiggling it up and down gently. This will make the icing spread out evenly and start to form a crust with the main layer of icing. Once you're done, use another toothpick to scrape off any extra icing from the side of the cookie if needed. To see a video of this process, [click here](#).



Closing

Well, there you have it! I hope these tips will help you create the cookie masterpieces of your dreams. If you have any questions or if you try any of these tips, let me know in the comments below. Like this post? Pin this graphic to your favorite Pinterest board and [sign up for our newsletter](#) to get more baking tips and tricks delivered right to your inbox!

Social Media Posts

POST 1



Platform: Instagram

Caption: The CUTEST baby shower themed cookies 🥰❤️ Place your order today for your next special event. As always, link in bio! #BabyShower #AntoniaSmile #ShopSmall #AustinFamily

POST 2



Platform: Instagram & Facebook

Caption: Icing a cookie is no joke, so I've compiled a list of 6 tips and tricks on my blog to help make your icing go on as smooth as butter. Visit the link in my bio to read the blog post and let

me know what you think! 😊 #TheCookieLadyAustin #AntoniaSmile #CookieArtist

#DecoratedCookies

POST 3



Platform: Instagram & Facebook

Caption: Add something sweet to your summer sendoff with a box of my custom-designed cookies! 🌻 All cookies are 15% off if you order between Saturday, September 4th to Monday, September 6th. #LaborDay #AntoniaSmile #CookieSale #CookiesOfInstagram

POST 4



Platform: Instagram & Facebook

Caption: Have a wedding coming up? Wow your guests with custom-designed cookies starting at only \$50! Visit the link in my bio to start your order today ❤️ #Wedding #AntoniaSmile #SugarCookiesOfInstagram #SupportSmallBusiness

POST 5



Platform: Instagram & Facebook

Caption: “We are partnering with Brooke Eliason at @Femalefoodie for a GIVEAWAY! 🍪

Enter for the chance to win the ultimate cookie bundle- 24 customized cookies. To Enter: follow @antoniasmile_ & @femalefoodie, and tag 3 friends that you'd want to share your custom cookies with. 😊 Winner announced on Instagram on Monday, September 19th. #Giveaway #FemaleFoodie #AntoniaSmile #AustinSweets

POST 6



Platform: Instagram & Facebook

Caption: Dreaming of a warm, chewy chocolate chip cookie 🍪 I've compiled some essential baking tips just for my beginners out there. Head over to the blog with the link in my bio to see what the buzz is all about ✨ #ChocolateChipCookies #Recipe #AustinCookies #TheCookieLadyAustin #AntoniaSmile

POST 7



Platform: Instagram & Facebook

Caption: GIVEAWAY REMINDER! 🍪 You won't want to miss out on this exciting giveaway with @FemaleFoodie. Giveaway ends September 19th. Head to the original post on the @AntoniaSmile_ feed to enter ❤️ #Giveaway #FemaleFoodie #AntoniaSmile #AustinTX

POST 8



Platform: Instagram & Facebook

Caption: "A long time ago in a galaxy far, far away..." These custom-designed cookies would look perfect at your next themed party. Find the link in my bio to begin your custom order today

 #StarWars #AntoniaSmile #AustinMoms #DecoratedCookies

POST 9



Platform: Instagram & Facebook

Caption: It's been said that we have the best cookies in town... Have you tried them yet? Well great news, a new blog post for my favorite cookie recipes and flavors was just posted. Comment your favorite cookie flavor down below 🍪 #CookiesOfInstagram #AustinLife #AustinFoodie #AntoniaSmile #CookieRecipe

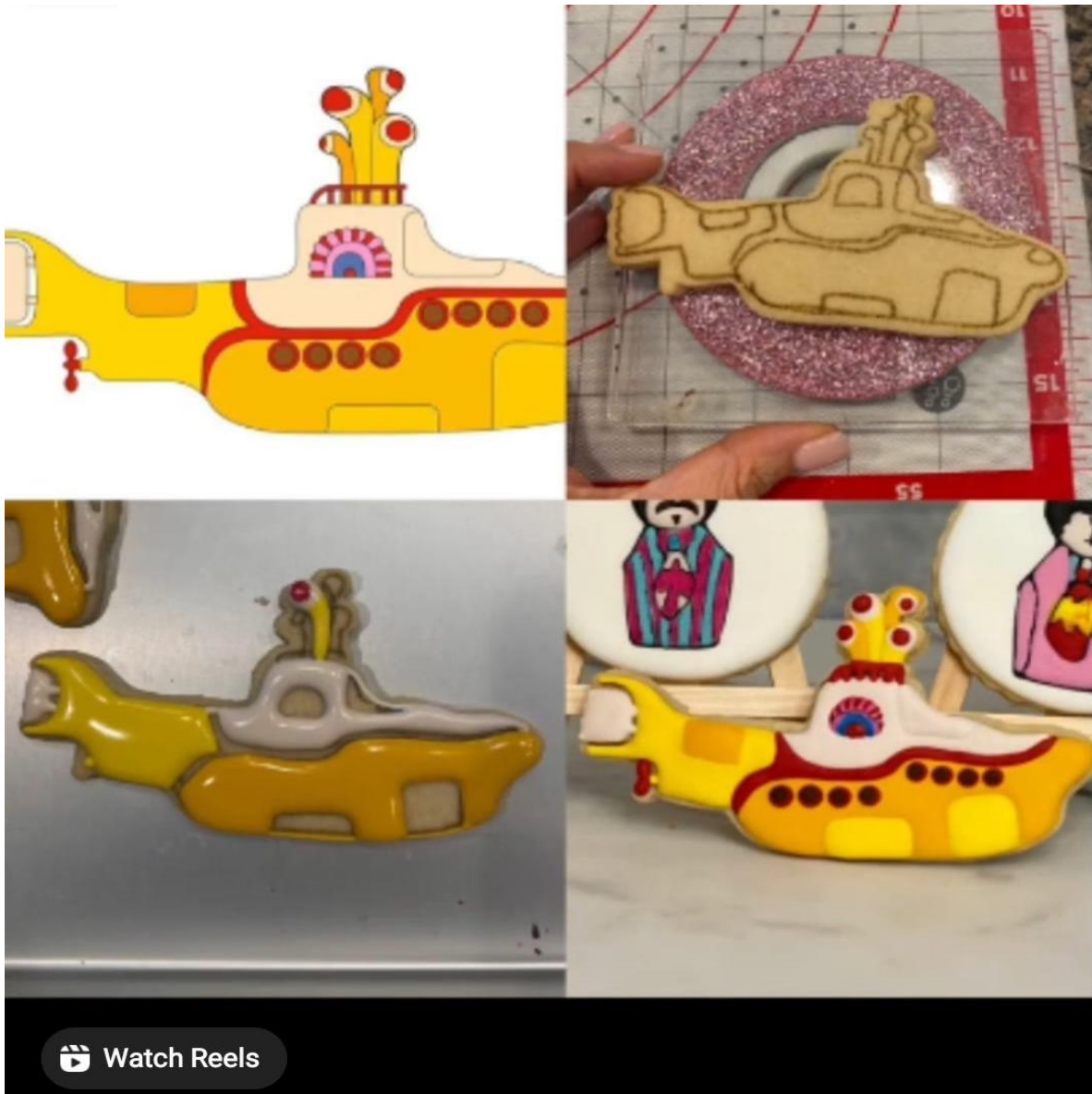
POST 10



Platform: Instagram & Facebook

Caption: Details, details, details! Show me your re-creation of my favorite cookie design for a chance to be featured on my page. Don't forget to tag @AntoniaSmile_ 😊 #CookieCopyCat #TheCookieLadyAustin #AntoniaSmile #AustinLife

POST 11



Platform: Instagram

Caption: "All you need is love.." 🎵 Are you a Beatles fan? Share your favorite song in the comments! 📌 #ATXCookies #AntoniaSmile #AustinBakery #TheBeatles

POST 12



Platform: Instagram & Facebook

Caption: Saturday plans = staying in and making brownies. 😊 I wanted to share the BEST brownie recipe with all of you, find the link in my bio. If you like soft, extra chocolatey, smooth, brownies you are in for a treat! Don't forget to sign up for my newsletter for even more recipes

🌟 #linkinbio #TheCookieLadyAustin #AntoniaSmile #WomanOwnedBusiness

#BrownieRecipe

POST 13

SEPTEMBER 16TH, 2021 TO OCTOBER 15TH, 2021

PHOTO CONTEST

AntoniaSmile wants to see your most creative photo using one of our cookie creations!

PRIZES INCLUDE

- **20% OFF YOUR ORDER**
- **FREE DOZEN COOKIES**



See below for rules and additional details

Platform: Instagram

Caption: Calling all creatives! We have a photo contest for you! 📷 ❤️ Share a picture of your favorite #AntoniaSmile cookie out and about and post it on your Instagram page for a chance to

win the weekly prize: 20% off a future order until December 31, 2021, or win the grand prize: one dozen FREE completely customized cookies for your next event. Contest runs from September 16th - October 15th, with a winner chosen every Friday and the final winner announced on October 18th.

Rules: Must be following @AntoniaSmile_. Must include at least one Antonia Smile cookie in the photo. Must tag @AntoniaSmile_, #AntoniaSmile and #CookieSmilePhotoContest in your post. Add your photo to your Instagram story using the same tags for an extra entry. No offensive material will be accepted. Have fun! #AntoniaSmile #CookieContest #AustinLife #CookiesOfInstagram

POST 14



Platform: Instagram & Facebook

Caption: Mario +Peach = the best combination that will bring your next event to life. Don't wait, order today 😊 #CookieArt #CustomCookies #AntoniaSmile #SugarCookies #MarioKart

POST 15



Platform: Instagram & Facebook

Caption: Switching it up this weekend and sharing a delicious cake recipe on the blog. Visit the link in my bio to check it out! #SupportSmallBusiness #CakeRecipe #AntoniaSmile

POST 16

0:17



 Watch Reels

Platform: Instagram & Facebook

Caption: A Frida Kahlo moment 🌸 Send this to a Frida Kahlo lover in your life.

#CustomCookies #CookieDecorating #AustinSweets #FridaKahlo