

Uptown Girl

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The Team

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About RAM Interactive

- Research & Insights
 - Social Media & Digital Strategy
 - Brand Strategy
 - Marketing Communications
-
- Rigorous work, Authentically driven, Measurable results



About Uptown Girl

- Started by Melynda Harjes
- Two Locations + Food Truck
- Five Staff Members
- Fresh, Authentic, Homegrown



Situation Analysis



Strengths

- Small-batch baking
- More personal and direct interface
- Homegrown/grassroots
- Proliferated presence
- Personalized cake orders

Weaknesses

- Low number of staff
- Low awareness
- Social media and online presence
- Disconnection between how business wants to be seen & how it is seen

Opportunities

- Social Media presence
- Special Event Catering
- Partnering with businesses
- Cross promotion with local businesses
- Tapping into local bloggers

Threats

- Grandma's Bakery's new store location
- The Legion Bar
- No food truck policies (i.e. WBL)
- Large influx of business if communication plan is successful



Uptown Girl faces fierce direct competition both
in White Bear Lake and the Twin Cities.



Direct Competition



Grandma's Bakery

Most direct competitor
Embedded in WBL community
Wider variety than Uptown Girl
Two locations in White Bear Lake
Stronger reach on social media



Nadia's Cakes

Specialty is cupcakes
Two MN locations
Long list of awards and recognition
Large social media following
Garners a lot of organic social media posts



A Cupcake Social

Food truck and bakery location
Hosts a birthday club
Has a weekly flavor calendar
Limited flavor menu



Keys Cafe and Bakery

Nine locations
Does catering and has a full bakery
Family owned, homegrown feel
Bakes cupcakes/cakes fresh everyday
Strong presence in community



Uptown Girl's indirect competitors take various forms because the dessert category is heavily saturated.



Indirect Competition

Dessert Stores/Shops

Provide alternatives to cupcakes
Provide catering options
Prominent social media accounts
Presence in Twin Cities area
Loyal customers



Examples:

Izzy's Ice Cream
Glam Doll Donuts
MilkJam
Sebastian Joe's
Nelson's
Insomnia Cookies



Dessert Food Trucks

Provide alternative to cupcake catering
Ability to travel for business
Widespread presence in Twin Cities area
Rely on food truck location

Examples:

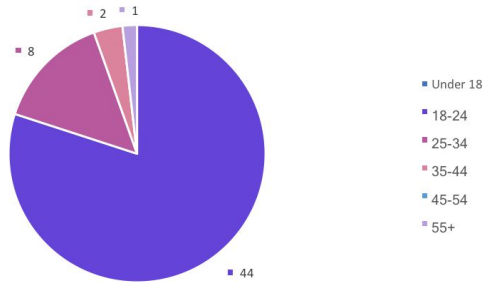
Cranky's Ice Cream
A Peace of Cake
Original Hockey Mom Brownies
Ruhland's Strudel Haus
Nine Yum Yum



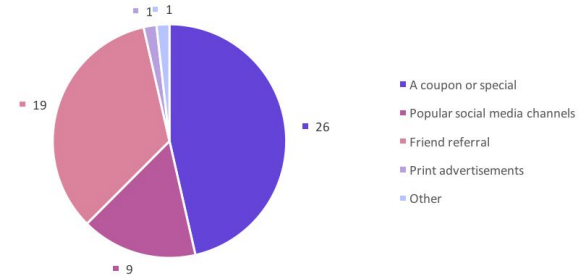
Research

Primary Research

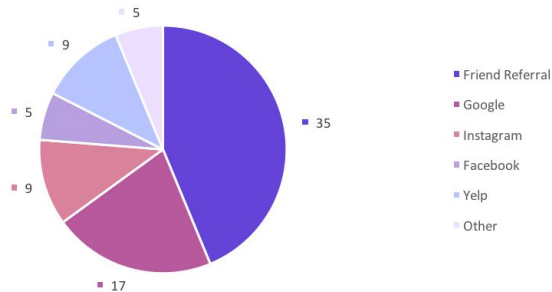
Age (55 Responses)



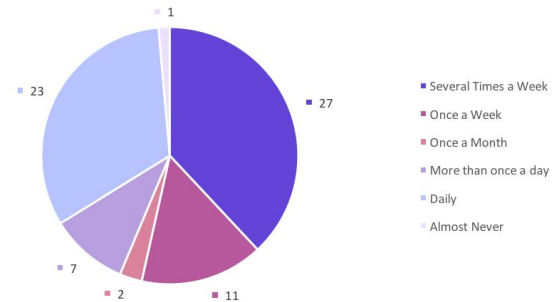
Which of the following would motivate you most to visit a new bakery? (56 Responses)



What are the main sources you turn to when researching sweet treat options? (56 Responses)



How often do you indulge in sweet treats? (71 responses)



Secondary Research

Instagram Landscape

	Uptown Girl	Grandma's	Nadia's Cupcakes
Dimension One – Size of Follower Base	142	N/A	14,300
Dimension Two – Post Frequency			
Dimension Three – Post Engagement (Likes/retweets/replies)			
Dimension Four – Community Engagement (Engaging with followers?)			
Dimension Five – Quality of Content (Curated/Created? Sharing community posts?)			
Dimension Six – Fans Posts (Frequency, etc.)			
Dimension Seven – Post Topic Focus	Cupcakes, Personalized Cakes, Quotes, Menu	N/A	Cakes, Cupcakes, Quotes, Memes, Drinks, Treats

Facebook Landscape

	Uptown Girl	Grandma's Bakery	Nadia Cakes
Dimension One – Size of Follower Base	1,603	2,414	125,749
Dimension Two – Quality of Content (original/curated? Mix of fun and product focused posts?)			
Dimension Three – Post Frequency			
Dimension Four – Post Relevance (Does it relate relate to the product/segment? On trend?)			
Dimension Five – Community Engagement (Engaging with followers?)			
Dimension Six – Post Engagement (Likes/Shares/Comments)			
Dimension Seven – Responsiveness to Direct Messages			
Dimension Eight – Post Topic Focus	Daily cupcakes, Updates, Articles, Memes, Holiday posts	Cupcakes, daily specials, product/sales focused	Cupcakes/cakes, Specials, Holiday posts, Videos

- Opportunity on Instagram to grow presence, engagement, and follower base
- Opportunity to grow Facebook presence in terms of following, engagement and post frequency



Market Trends

- Food Waste Awareness
- Cupcakery
- Affordable Indulgence
- Community Connections
- Food Trucks



Target Audience

Our secondary research showed a few key components for our main target audience

- Women ages 25-38
- Lives in the neighborhood
- Middle to upper middle class
- 1-2 children
- Brand loyal
- Busy lifestyle



Meet Melissa

We constructed an “ideal” persona for Uptown Girl to target

- 35 years old
- 2 children
 - Ages 3 and 6
- Part-time Office Assistant
- Professional multi-tasker
- Lives in White Bear Lake
- Passionate about the community
- Tech-savvy



Objective

To increase the number of orders by 10% from May 2017 to August 2017.

Key Messages

- 1) Uptown Girl cupcakes are for the working mom and woman to enjoy an elegant sweet treat and indulgence in the midst of her busy week.
- 2) Uptown Girl provides a fresh, diverse and unique range of cupcakes and cakes that are perfect for every occasion (big or small).



Strategy 1

Motivate women ages 25-38 to visit the Uptown Girl bakery for a trial.



Tactics

- Partnerships
- Flavor of the Day
- Brochures/Coupons
- Birthday Club

Local Partnerships

Partnering with other trusted and local businesses would not only spread the word for Uptown Girl, but also create awareness for where to find these delicious desserts.


The logo for 'Sew What!' is displayed in a red, serif font within a white rectangular box with a thin black border.The logo for 'Sun Bear' features an orange stylized 'S' inside a circle, positioned above the word 'SUN BEAR' in white, spaced-out, sans-serif capital letters, all on a black rectangular background.The logo for 'LuLu & Luigi' is written in a blue, stylized, cursive font within a white rectangular box with a thin black border.

Flavor of the Day

Flavor of the Day
cupcakes are just \$2.00!

Flavor of the Day:

July Holiday Cupcakes!



July						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 <i>Lemon Lime</i>
2	3 <i>Happy 4th! Holiday Cupcake!</i>	4 <i>Banana Split</i>	5 <i>Bourbon Maple Bacon</i>	6 <i>Chocolate Covered</i>	7 <i>Neapolitan</i>	8
9	10 <i>Blackberry Almond</i>	11 <i>Peanut Butter Cup</i>	12 <i>Oreo</i>	13 <i>Red Velvet</i>	14 <i>Rootbeer Float</i>	15
16	17 <i>Coconut Rum</i>	18 <i>Monster Cookie</i>	19 <i>Strawberry</i>	20 <i>Salted Caramel</i>	21 <i>Lemon Drop</i>	22
23	24 <i>Strawberry Milkshake</i>	25 <i>Chocolate Hazelnut</i>	26 <i>Sugar Cookie</i>	27 <i>Chocolate Caramel</i>	28 <i>Mint Oreo</i>	29
30	31					

To help increase sales, foot traffic in the store, and customer loyalty, we recommend a Flavor of the Day calendar.

Customers will be able to purchase the Flavor of the Day cupcake for \$2.00.



Flavor of the Day

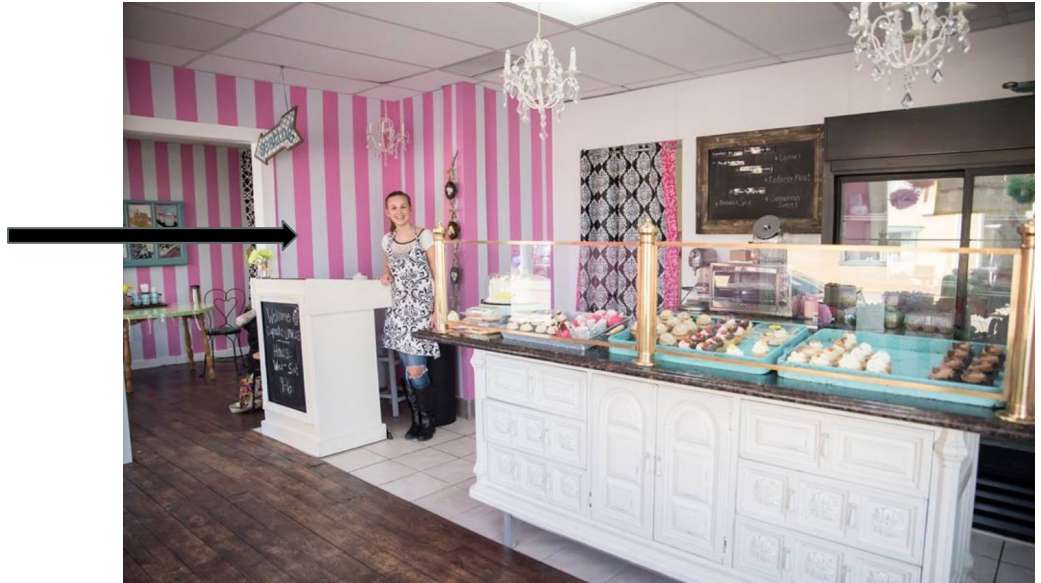
Flavor of the Day cupcakes are just \$2.00!

Flavor of the Day:

July

July Holiday Cupcakes!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Lemon Lime
2	3 Happy 4th! Holiday Cupcake!	4 Banana Split	5 Bourbon Maple Brownies	6 Chocolate Covered	7 Neapolitan	8
9	10 Blackberry Almond	11 Peanut Butter Cup	12 Oreo	13 Red Velvet	14 Rustic Flout	15
16	17 Coconut Rum	18 Mint Chocolate	19 Strawberry	20 Salted Caramel	21 Lemon Drop	22
23	24 Strawberry Milkshake	25 Chocolate Hazelnut	26 Sugar Cookie	27 Chocolate Caramel	28 Mint Oreo	29
30	31					



Create visible, in-store display of Flavor of the Day calendar



Brochures/Coupons

- The “bring in a friend who’s never been” sticker will be placed on every to-go package.
- This BOGO coupon will be found on the brochures we share with our partners.



Birthday Club

- Provide subscribers to the club with a free cupcake on their birthday
- Provides easy access to trial of Uptown Girl
- Collect email information for future communications
 - Send email reminder on their birthday



Cart
Home
Catalog
The Food
The Experience
Who Loves Us?
FAQ
Birthday Club



Join the Birthday Club

We want to celebrate with you! Join our birthday club to enjoy a FREE Uptown Girl cupcake on your birthday each year.

Birthday Club Sign Up

Name: _____

Email: _____

Date of Birth: _____

☐

Sign me up for Uptown Girl email reminders, news and updates



Strategy 2

Increase the online visibility of Uptown Girl Cupcakes
and Desserts across search and social media
platforms



Tactics

- Social Media
 - Content Calendar
 - Brand Voice Guide
 - Aesthetic Guide
 - Blogger Outreach
 - Google Adwords
-

Social Media Calendar

Social Calendar July 2016							KEY:
							Instagram
							Holidays
							Email Blast
							Blog Post
							Facebook
							Contest/evets
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
INSTAGRAM	INSTAGRAM	INSTAGRAM		INSTAGRAM	EMAIL BLAST	FACEBOOK	
FACEBOOK	FACEBOOK	FACEBOOK		FACEBOOK			
			4th of July Contest				
	FOURTH OF JULY WEEK	FOURTH OF JULY WEEK	FOURTH OF JULY WEEK	FOURTH OF JULY WEEK	FOURTH OF JULY WEEK		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
INSTAGRAM	INSTAGRAM	INSTAGRAM		INSTAGRAM	EMAIL BLAST	FACEBOOK	
FACEBOOK	FACEBOOK	FACEBOOK		FACEBOOK			
			Hosting local book club				
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
INSTAGRAM	INSTAGRAM	INSTAGRAM		INSTAGRAM	EMAIL BLAST	FACEBOOK	
FACEBOOK	FACEBOOK	FACEBOOK		FACEBOOK			
			BOGO cupcake night				
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
INSTAGRAM	INSTAGRAM	INSTAGRAM		INSTAGRAM	EMAIL BLAST	FACEBOOK	
FACEBOOK	FACEBOOK	FACEBOOK		FACEBOOK			
			Wine & Cupcakes Night				

- Hold brand accountable for posting content
- Keep social platforms organized
- Attract a larger audience
- Engage more people



Brand Voice Guide

Consistent tone of voice: light & fun

Words that align with Uptown Girl's brand

Whimsical

Fresh

Sweet Retreat

On The Go

Affordable Indulgence

Made Daily

Specialty

Words that sell

You/your

Love

Guarantee

Fun

Benefit

Save

Money

Satisfy



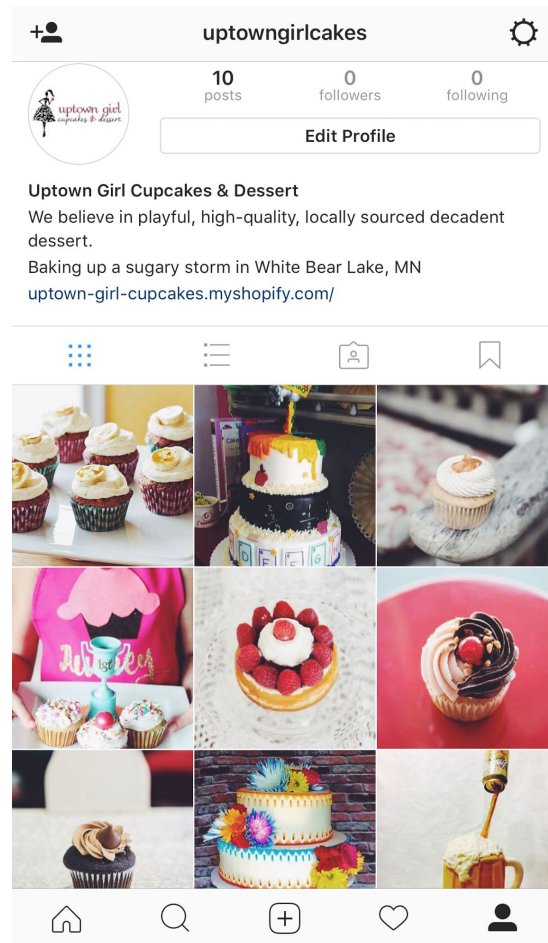


Utilize call to actions

Aesthetic



VSCO Filter



Blogger Outreach



Twin Cities Moms Blog

- 78 MN local moms
- Where to eat guide



Wit & Delight

- St. Paul native
- Kate Arends
- Local food



Primp & Prime

- MN Native
- Anastasia Haqq
- Party Planning



Blogger Outreach

Example Post on Wit & Delight



FOOD & DRINK

The Five Best Cupcakes for Any Occasion

Recently, a cute boutique cupcake and cake bakery, Uptown Girl, sent me some of the most wonderful cupcakes. Located in White Bear Lake and owned and operated by Melynda Harjes, these cupcakes are seriously perfect for anything. They have a food truck, bakery location and production site for Cupcake Wars style birthday parties. Now, let's talk about the five best flavors.

[READ MORE >](#)



Google Adwords

- Estimated \$2 in revenue for every dollar spent
- Uptown Girl, best cupcakes search
 - Must explicitly search for Uptown Girl Cupcakes
- Increase Impressions and Clicks to site
 - Drive search and online orders

Uptown Girl - MN's Best Cupcakes and Cakes

Ad uptown-girl-cupcakes.myshopify.com

Order the food truck or personalized cakes and cupcakes for every occasion.

Uptown Girl - MN's Best Cupcakes and Cakes

Ad uptown-girl-cupcakes.myshopify.com

Enjoy the best cupcakes and cakes, personalized for every occasion.

Best Cupcakes and Cakes - Uptown Girl White Bear Lake

Ad uptown-girl-cupcakes.myshopify.com





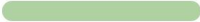


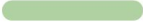


Enjoy the best cupcakes and cakes, personalized for every occasion.

Google Adwords

Keywords

Add around 15-20 keywords. [?](#)

These are the search terms that may trigger your ad to appear next to search results.

Keyword	Search popularity ?	
cakes	 1830000	×
best cupcakes	 4400	×
wedding caterer	 14800	×
uptown girl	 110000	×
cupcakes	 1830000	×
birthday cake	 2240000	×
wedding cakes	 450000	×
holiday dessert	 8100	×
white bear lake	 6600	×
birthday party ideas	 74000	×

Location: Minnesota; Minneapolis/St. Paul Area; Metro Area

Budget: \$2/day

- \$246 for four months
- \$492 in potential revenue

Total Clicks: 615

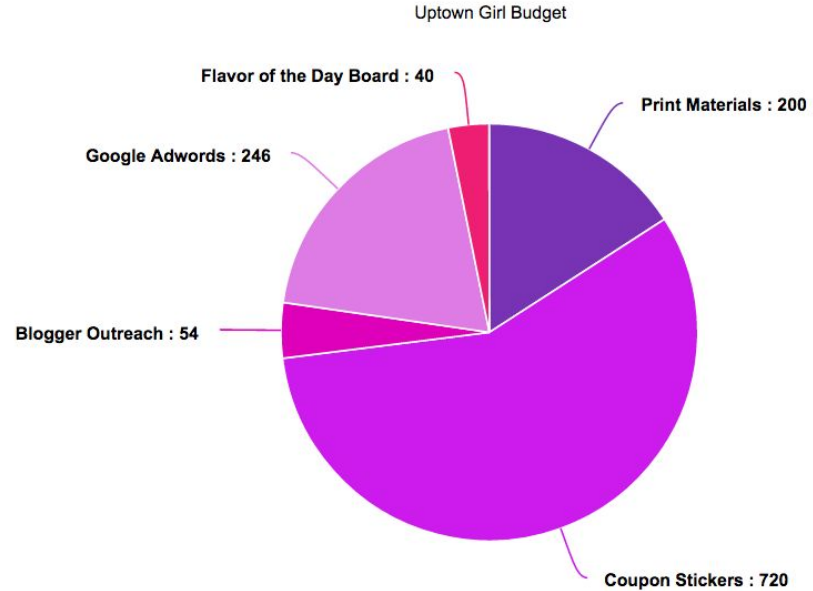
Total Impressions: 43,419

Budget

1. Print Materials = \$200
2. Coupon Stickers = \$720
3. Blogger Outreach = \$54
4. Google Adwords = \$246
5. Flavor of the Day board = \$40

Budget Total (May-August): \$1,260

About: \$315/month



Thank You!

Any Questions?

