



HOT OVEN COOKIES

Sheila Coon

DIGITAL MARKETING PLAN

2020

Table of Contents

| | |
|--|----------|
| Executive Summary | 3 |
| Assessment | 3 |
| Company Overview | 3 |
| Staff/personnel | |
| When founded | |
| Where located | |
| Industry | |
| Products/Services | |
| Company goals/objectives | |
| Target Market | 3 |
| Target market(s) served | |
| Buyer Personas | |
| Value proposition per Buyer Persona | |
| Current Assessment of Digital Media/IDM | 4 |
| Digital media used currently | |
| Current brand and content summary | |
| Management/controls | |
| Analytics/metrics used | |
| Competitive Assessment | 4 |
| Design | 5 |
| Objectives for Digital Media | 5 |
| IDM Plan | 5 |
| Brand strategy for target market/buyer persona | |
| Digital media plan | |
| Execution/Impact | 6 |
| Timeline | |
| Resources | |
| Metrics | |
| Evaluation | 7 |
| Summary of 30 days of your implementation | |
| Recommendations for next steps | |

Executive Summary

This digital marketing plan will cover the history of Hot Oven Cookies, services offered, marketing strategy, and how we worked with the business. The brand was established in 2016 by its current owner and head baker Ms. Sheila Coon. She began this endeavour with her family, they have designed and created more than 1000 unique cookie flavors for their gourmet cookie shop. This digital marketing plan will touch upon the different services and products that Hot Oven Cookies offers and how we will advertise them on the social media accounts Sheila has already created. We discuss the current consumers that are purchasing cookies in regards to what demographics we want to reach. Lastly, we will be discussing the results of our implementation and any recommendations we would suggest to continue reaching new customers.

Assessment

Company Overview

Hot Oven Cookies was founded by Sheila in 2016 in downtown Springfield, MA near the MassMutual Center. She has a location in Hadley, MA, a kiosk at Bradley International Airport and hosts events using her mobile “Cookie Cart”. She will be opening an additional location on Allen Street in Springfield as well as moving her downtown store to another location allowing for better coverage of the MassMutual area. The staff and personnel consists of Sheila and her family members, but she is looking to hire 2-3 more people in the upcoming months. Her two oldest daughters will be managing the stores and Sheila is interested in hiring culinary interns to assist as well, but of course she will not be able to share the secret cookie recipes with them.

Hot Oven Cookies is part of the baking and food services industries. Sheila wants to expand her “Share the Cookie Love” mission towards new customers in the areas that she is planning to open up her storefronts. She would also like to shed more light onto the cookie cart; it has brought in significant business, but not many people in the community know about it. The cart is the staple of the business, it all began there as a dream and Sheila has been able to grow the business and open stores in different locations. The cookie cart also allowed Sheila to continue to share the cookie love during the pandemic by catering different events in the Springfield Area. One of the many goals Sheila has is to expand the business and turn Hot Oven Cookies into a franchise with different locations throughout the New England Area, which can later be expanded country wide.

Target Market

Hot Oven Cookies reaches a few different groups of people. The target market is people who enjoy indulgent cookies and are willing to pay a little extra for above average quality. Sheila mentioned that most of her customers are local people with all different age ranges, mostly families, 24-30 year-olds, and 58-64 year olds. She also gets large orders from individual people or companies.

Some buyer personas that exist are college students that live or go to school in Western Massachusetts or Connecticut. Another is those who have the means and interest in paying extra for quality baked goods.

The value proposition of Hot Oven Cookies is that consumers can enjoy unique gourmet cookie flavors and enjoy different types without preparing multiple batches at home.

Current Assessment of Digital Media/IDM

Hot Oven Cookies' product is unlike any other mass produced cookie, Sheila provides homemade treats that are made with love and attention to detail. They are prepared in small batches to "share the cookie love" to homes in the Springfield area and beyond. Hot Oven Cookies is sure to exceed consumers' cookie expectations with unique choices and quality ingredients. Sheila currently uses Instagram, Facebook, and Twitter, but is the most active on her Facebook and Instagram accounts. Sheila manages and controls her social accounts all by herself, but she is looking to find someone to help in the future. The content is mainly photos of her gourmet cookies, but she has noticed that posts with a more personal touch attract more engagement such as pictures with Sheila herself. Sheila does not utilize any sort of analytics to our knowledge. She attempted to use Google analytics with the other team, but we are not sure how far that went. Her Instagram is a business account, which gives her access to "Professional Resources." This provides insights about post engagement, follower count, and even has a platform to create paid posts to reach new accounts.

Competitive Assessment

Hot Oven Cookies faces competition from local bakeries, supermarkets, and individuals who are inclined to stay home and bake instead of going out to purchase cookies. This is classified as indirect competition because these businesses are not offering the same product that she does. They do offer cookies and desserts, but Sheila's experience and variety of options cannot be replicated. Other companies can recreate her custom flavors, so she must maintain on top of the competition and be sure to uphold her originality. She did not mention her direct competition, but she reiterated that customers can go to other bakeries or cookie companies. We believe Insomnia Cookies is the main competitor because they provide a similar service combined with a delivery aspect.

Sheila uses Instagram, Twitter and Facebook, but, we noticed that she does not have much of a Twitter presence; the posts do not gain much interaction. We discussed expanding her social media by creating videos on TikTok to show off baking techniques and connect with a different audience. We also discussed having a post go on Instagram, Twitter and Facebook simultaneously to ensure everything is uniform and the same messages are being shared to consumers.

One of Hot Oven Cookies' digital marketing strengths is that the company is small, which makes it easier to communicate with customers. Hot Oven Cookies is more likely to see and respond to a consumer comment than a larger franchised business, this integrates customers and makes them feel like part of the cookie family. A digital marketing weakness with this business is that there isn't a high level of marketing and advertising going on now because Sheila is the only one managing this area on top of doing all the baking, but that is why we are here. We suggested making a promotional video to increase engagement with current consumers and gain new leads. An intern would also be extremely helpful for Sheila to take some of the marketing pressure off of her.

Design

Objectives for Digital Media

Our SMART goal is to increase social media attention and engagement including followers, likes, story views, and shares by 10% in 2020. Other goals include gaining a higher customer reach by incorporating Instagram and Facebook stories as well as highlights allowing more interaction with our followers. To be successful, we believe that we should break the stories down into different categories such as about me,

the weekly flavors, the always flavors, other products and services offered and lastly, fan interactions. The social media accounts are connected with one another which allows us to reach multiple different audiences through posts or stories, granting us the possibility to interact with many of our customers.

Different ways that we can do this is by including things such as polls, questions, adding music, using hashtags as well as mentioning locations which Hot Oven Cookies is catering in to spread the word. We will be implementing these changes while the two different store fronts will be opening up which is why we will be focusing on updating them. From our previous research we have learned that posts and stories regarding Sheila and her family or updates on the process of opening up the storefronts were receiving more attention and interactions from the followers. We do want to experiment and see if this would change or if it was something that the consumers were still more focused and interested in, which is why we wanted to post a variety of stories and posts. Lastly, something we want to focus on is also how followers or customers came to know about the brand/business which would give us a better understanding of how to reach a new audience.

IDM Plan

Sheila's brand strategy is to provide a warm, comforting feeling to anyone who comes across her brand, she does this in multiple ways. On her website she provides a very welcoming appearance relayed from the pastel colors and incorporation of different graphics which show off her cookies. There is also a sense of warmth and friendliness on On Hot Oven Cookies' Instagram account. Instagram is the main social media for Hot Oven Cookies because it reaches the most people, it is very interactive, and Sheila keeps the account up to date. Overall, we want to convey that Hot Oven Cookies provides top quality products and with love and attention to detail that cannot be replicated. We want people to know that the cookies are made fresh daily with varieties of flavors to choose from.

Our main goal for the digital media plan was to update the highlights and stories on Instagram, breaking them down into subcategories while trying to continue to grow her following. The subcategories of the stories were "about me" which would share Sheila's story and how her company grew over time. The next category was "always flavors" this story highlighted the cookie flavors that are always available. The next story showcased weekly flavors, where she showed customers what she would be offering each week. And the last story highlighted her other services, this story included the additional products available in the store and pre packaged cookie dough that you can buy to make your own cookies. With the implementation of these new stories and posts on Hot Oven Cookies' Instagram, we were able to grow her Instagram almost 200 followers and her post engagement increased drastically. Due to time constraints we were only able to focus on updating her Instagram account although we also wanted to update Hot Oven Cookies' Facebook and Twitter accounts as well.

Execution/Impact

Timeline

For the first and second week (November 2-November 16), we focused on creating and updating Hot Oven Cookies' Instagram highlights and stories to increase consumer interactions. Each group member was responsible for a task to make sure that each highlight and stories were organized and published with the best quality. Kyra was responsible for creating and updating the weekly cookies. Meredith created highlights and stories about Hot Oven Cookies' additional services. My was responsible for creating highlights and stories to introduce who Sheila is and some information about the business. Sofia was responsible for creating highlights and stories for the always flavors. Lastly, Joe focused on reposting stories from fans on the Instagram story. During the third week (November 16-November 23), we focused on analyzing and updating Hot Oven Cookies' Facebook and Twitter to give Sheila some feedback for future success on social media. For the last week (November 23-November 30), we continued updating Hot Oven Cookies' social media pages along with evaluating our progress to see if we had reached our goal. We also met with Sheila to summarize our work and give her some recommendations.

Resources

We used our own resources to take pictures for Hot Oven Cookies Instagram highlights and stories. Sheila also gave us permission to use Hot Oven Cookies social media to upload posts and update her account throughout the semester.

Metrics

We were able to measure our success with Instagram's Insight tab. The resource allows a business account owner to see their progress daily and monthly. The Instagram Insight tab shows that we help Sheila gain 22.4% more in content interactions and 6% increase in followers. We also noticed a positive response when we started reposting customer's stories with their purchases, followers frequently sent in direct messages with positive comments about the reposts.

Evaluation

During our time with Sheila and Hot Oven Cookies, Team A worked with her Instagram Stories and Highlights. Stories only last for 24 hours, but they can be added to Highlights that are displayed on the account page and can be organized into categories. We each posted stories covering a different topic and added new Highlight sections to the Hot Oven Cookies Instagram page, including an "always" flavors section, an "about me" section, one with additional services offered, and we added to her fan interaction highlight. We did not get a chance to add the weekly flavors because we could not get our hands on the pictures for each new cookie every week. This organization allows visitors to clearly find whatever information they are looking for on her page. In addition to this, we noted the post and story interaction while simultaneously tracking the accounts we reached and the increase in percentage.

We recommend continuing to post stories and sending them to a highlights tab so visitors can see the content after it has expired from the story. We also noticed that the instagram insights tab only allows you to view data from the last either 7 or 30 days, we recommend keeping a spreadsheet and updating it every week or month to track progress and engagement. Another suggestion would be advertising at the locations you will be with your cookie cart by asking them to post you on their social media. Finally, thank you for the opportunity for us to explore your social media accounts, grow our marketing skills, develop vital communication skills and of course taste the AMAZING cookies that you created..

