

SOCIAL/SEARCH MARKETING CAMPAIGN

EET GUD BAKERY

Michael Bucci

Social Media & the Brand

6.27.19



THE WHO WHAT & WHY

WHY

WHAT

WHO

Personal
attention & the
feeling of home

Homemade quality bakery
goods for community

Iconic full-service
bakery in Hamilton,
NJ

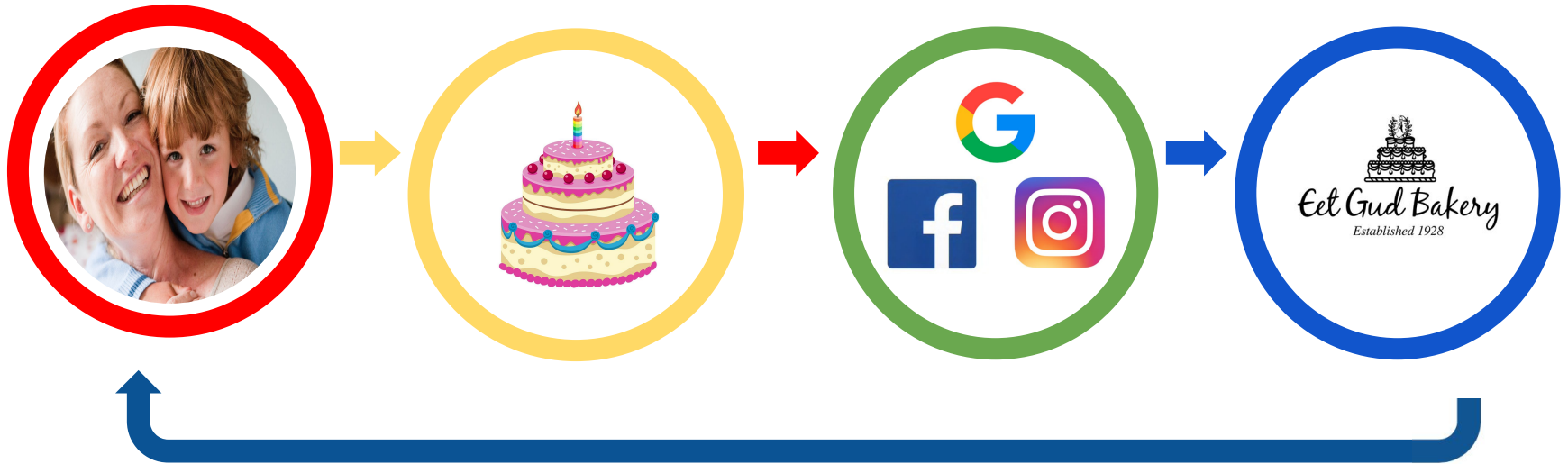
“my cream donut tasted terrific and
reminded me of home.” - yelp review

“Eet Gud is a part of our township’s
history” - yelp review

“This old gem is within walking
distance of my house. I hesitate to
mention that I have come here for
half of its existence.” - yelp review

“The cake decorators and Tracy
worked with me to figure out what
was important to me” - yelp review

CONSUMER JOURNEY



AUDIENCE PROFILER



DONNA | Mid-Age married local mother looking for customized cakes for family celebrations.

Demo: 45-54, Female

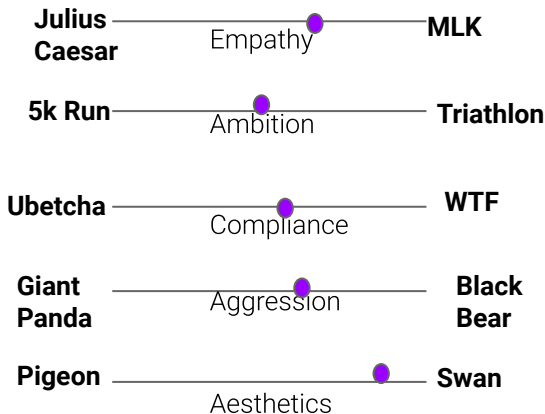
Attitude: family oriented, tradition matters

Lifestyle: spending time with family/friends matters most

Driving Insight

"Take Me Home"

I want to be **connected with the past** that **defined my childhood, my youth, and my happy memories**. I want to **share** this with my children and family/friends.



Verbatims

"This was my **"home"** bakery while **growing up** in a nearby neighborhood. Through my backyard, through the Chamberlains side yard, across the bridge in the Schultz yard and through the bakery backyard - 2 minutes, tops! The **recipes are the same** and some of the **bakers are the same** - my cream donut tasted terrific and **reminded me of home**."

"The cake decorators and Tracy **worked with me** to figure out **what was important to me**, how many people we needed to feed, and if we could modify it slightly to better meet what I wanted budget wise. They're fantastic at following up with you, **they pay attention to detail**, and the cakes are **always exceeding my expectations**."

OBJECTIVE & GOAL

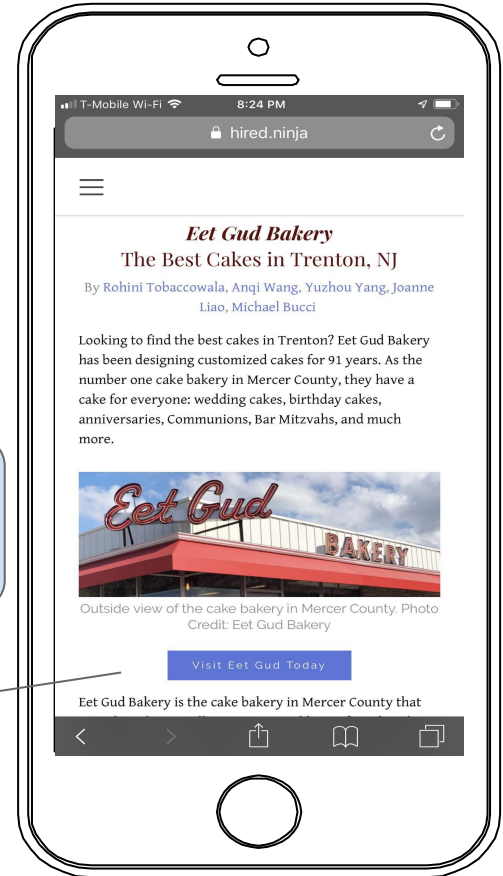
Objective

500+ people via social media
between:
5/29/19 - 6/27/19

Goal

Drive foot traffic into Eet Gud Bakery
between 5/29/19 - 6/27/19

Visit Eet Gud Today



EET GUD BAKERY WEBPAGE



Site Tracking

Contact Us Page

Drop us a line for general questions or inquiries. For pricing or product availability please give us a call at the bakery!

Better yet, see us in person!
We love our customers, so feel free to visit during normal business hours.

Eet Gud Bakery
2113 Hamilton Ave, Trenton, NJ 08619
609-587-0388, 609-587-6935 FAX

Bakery Hours
Open today - 6:00 am - 3:00 pm ▾

Name

Email*

Message

SEND

FACEBOOK PAGE



#EetGudBakeryCakes

Post #1

 **Eet Gud Bakery Cakes**
Published by Michael Buccì [?] · June 10 at 10:43 AM · 🌐

Rewind 91 years! At 19 years old Joe knew he'd one day purchase SurGud Bakery from Mr. Simpson. In 1928, Mr. & Mrs. Schaffner opened the doors to Eet Gud Bakery in Hamilton, NJ 🥰 <https://www.hired.ninja/eet-gud-bakery-cakes-in-trenton.html>



Facebook Groups



I Miss Jersey Food

Group

10,612 members

✓ Joined



Cakes, Cakes and Even More Cakes

Group

51,185 members

✓ Joined



New Jersey Food

Group

4,827 members

✓ Joined



Cakes, Pastries, Puddings and Desserts

Group

14,805 members

✓ Joined

<https://www.hired.ninja/eet-gud-bakery-cakes-in-trenton.html>

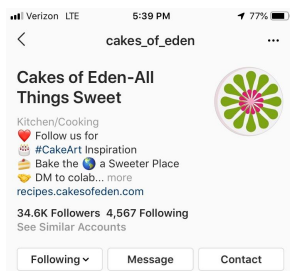
INSTAGRAM PAGE



#CakesbyEetGud



Cake Bloggers



Relevant Hashtags

#eetgudbakery

185 posts

#njcakes

24,132 posts

#cakes

12,948,150 posts

<https://www.hired.ninja/eet-gud-bakery-cakes-in-trenton.html>

OPTIMIZATIONS

- Utilized secondary social platform
- Tested various FB & Insta page names and profile pics
- Increased use of hashtags, tagging, story posts, and follows/unfollows
- Targeted relevant groups, people, and bloggers to share with
- Created meaningful structured Content

Meaningless content post



Eet Gud Bakery Cakes

Published by Michael Bucci [?] · June 1 at 11:58 AM · 🌐

"Waddle It Be??" – Is it a girl or a boy- Eet Gud wants to make sure this special moment is remembered forever with their top notch gender reveal cakes 😊

Check them out here: <https://www.hired.ninja/eet-gud-bakery-cakes-in-trenton.html>



Meaningful content post



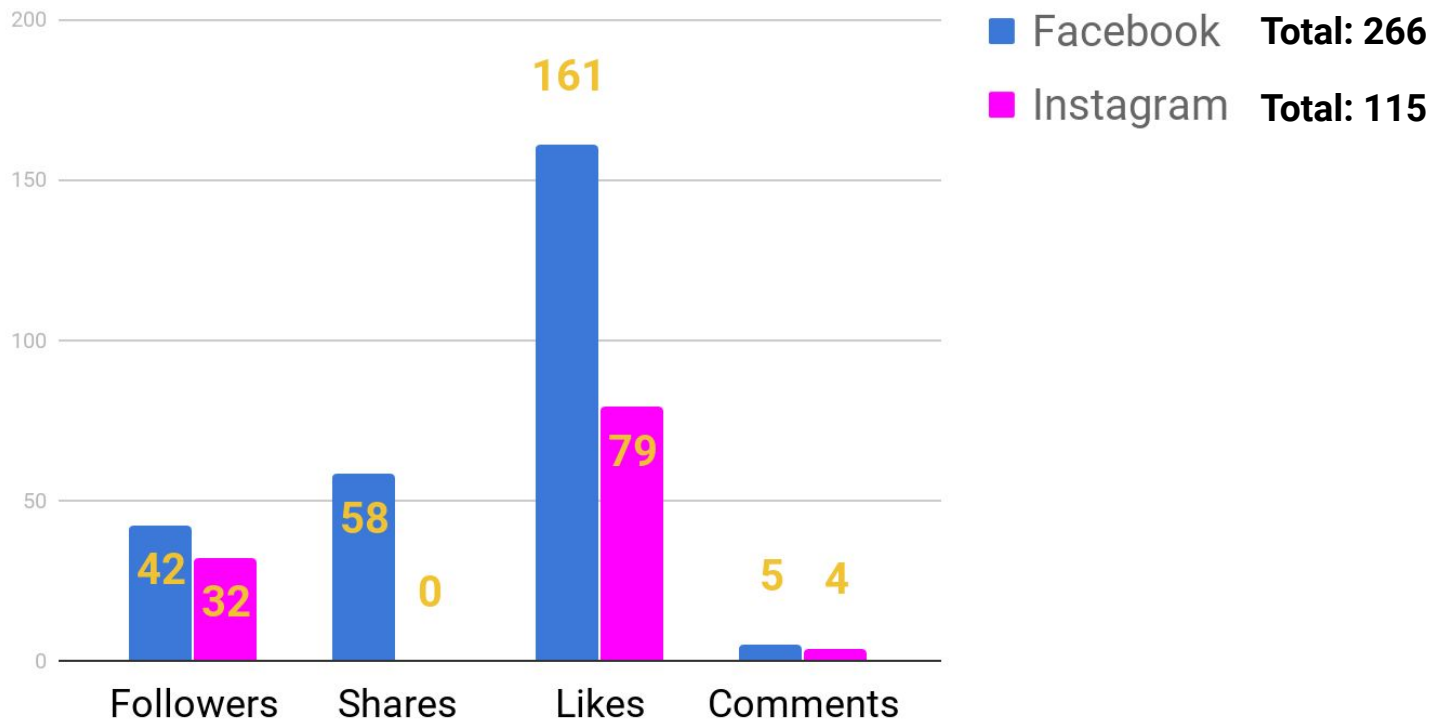
Eet Gud Bakery Cakes is 😊 feeling proud.

Published by Michael Bucci [?] · June 13 at 10:33 AM · 🌐

Despite the many supermarket bakery's that popped up over the years, Eet Gud stood strong and stayed present as it's quality and love for the community was unmatched.



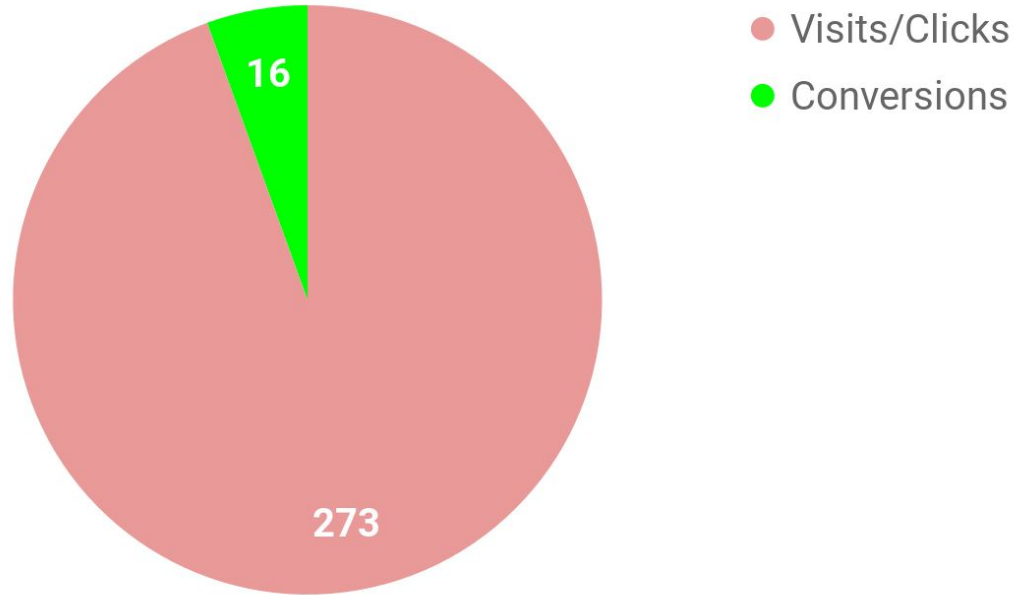
RESULTS *Facebook & Instagram Page Performance*



RESULTS

Eet Gud Bakery Web Page

Google Analytics: SOCIAL



LEARNINGS/INSIGHTS



670 (likes, shares, comments, followers, webpage visits and conversions)



16 overall conversions



The power of shareable content



Activate multiple platforms



“Take Me Home” = Personal Attention/Feeling of Home



Thanks!

Any questions?



Appendix

Summary



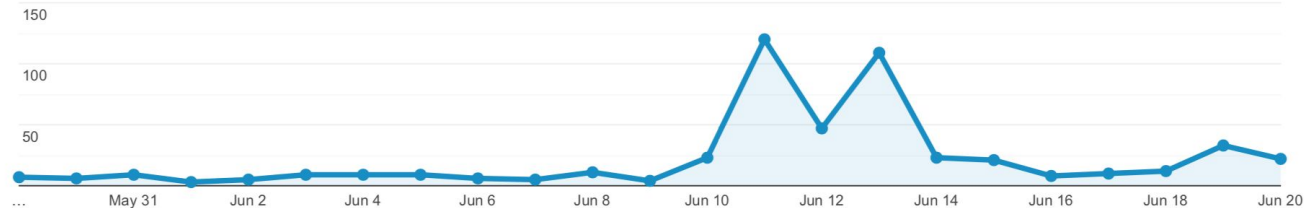
All Users
100.00% Users

May 29, 2019 - Jun 20, 2019

Explorer

Summary

Users



Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	SP19: Eet Gud (Goal 2 Conversion Rate)	SP19: Eet Gud (Goal 2 Completions)	SP19: Eet Gud (Goal 2 Value)
	486 % of Total: 100.00% (486)	480 % of Total: 100.00% (480)	536 % of Total: 100.00% (536)	83.58% Avg for View: 83.58% (0.00%)	1.24 Avg for View: 1.24 (0.00%)	00:00:39 Avg for View: 00:00:39 (0.00%)	4.66% Avg for View: 4.66% (0.00%)	25 % of Total: 100.00% (25)	\$0.00 % of Total: 0.00% (\$0.00)
1. Social	274 (56.26%)	273 (56.88%)	280 (52.24%)	88.21%	1.11	00:00:16	5.71%	16 (64.00%)	\$0.00 (0.00%)

Page Followers

May 24 - June 20

42

Page Followers ▲100%



Eet Gud Bakery

June 11 at 3:03 PM · 🌐

Check out this great blog post featuring Eet Gud Bakery and our custom cakes!

<https://www.hired.ninja/eet-gud-bakery-cakes-in-trenton.html>



HIRED.NINJA

Best Custom Cakes In Trenton, NJ

Looking to find the best cakes in Trenton? Eet Gud Bakery has been...

👍❤️ Tracey Destribats, Mary Ellen Cariello and 112 others

48 Shares

Eet Gud Bakery Cakes

Bakery

Eet Gud Bakery Cakes is 🥳 feeling excited.
June 11 at 10:15 AM · 🌐

It's 1928, Eet Gud Bakery is up and running!!! Mr. & Mrs. Schaffener are whipping up quality pies, cookies, pastries and yes, CAKES!! for the community
<https://www.hired.ninja/eet-gud-bakery-cakes-in-trenton.html> 🥳

👍 3

👍 Like

💬 Comment

➦ Share

1 Share

Eet Gud Bakery Cakes

Bakery

Eet Gud Bakery Cakes
June 14 at 4:27 PM · 🌐

In 2017, Donna passed along the hefty responsibilities of owning a bakery to focus more attention on family. Long standing customer, Tracey Destribats heard Eet Gud was potentially closing and purchased the bakery to continue it's 90 year legacy 🥳

👍 4

👍 Like

💬 Comment

➦ Share

2 Shares

Eet Gud Bakery Cakes

Bakery

Eet Gud Bakery Cakes
June 1 at 11:53 AM · 🌐

"I'm Not 40, I'm 18 with 22 Years Experience!"

Talk about a hole in one with this birthday cake. Bringing joy and happiness to friends and family who are celebrating for a special person. Learn more here:
<https://www.hired.ninja/eet-gud-bakery-cakes-in-trenton.html>

👍 5

1 Comment

3 Shares

Eet Gud Bakery Cakes

Bakery

Eet Gud Bakery Cakes is 🍰 eating dessert.
June 2 at 12:48 PM · 🌐

Donut Cakes for Days at Eet Gud Bakery - whether you're heading to a celebration or just have a sweet tooth, Eet Gud's got you covered, read more here:
<https://www.hired.ninja/eet-gud-bakery-cakes-in-trenton.html>

👍 1

👍 Like

💬 Comment

➦ Share

1 Share

Eet Gud Bakery Cakes

Bakery

Eet Gud Bakery Cakes
June 18 at 3:16 PM · 🌐

After Eet Gud was purchased in 2017, a few updates were made to the exterior/interior of the bakery: Grover's Mill Coffee was introduced, an outside patio built, deli brought back, a revamped website/facebook page and more 🥳

👍 1

👍 Like

💬 Comment

➦ Share

2 Shares

Eet Gud Bakery Cakes

Bakery

Eet Gud Bakery Cakes
June 1 at 11:58 AM · 🌐

"Waddle It Be??" - Is it a girl or a boy- Eet Gud wants to make sure this special moment is remembered forever with their top notch gender reveal cakes 🥳

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👍 4

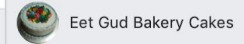
1 Share

FB: Post Likes & Comments

Page Inbox **Notifications** Insights Publishing T... Ad Center More ▾

Settings Help ▾

YOUR PAGES



Notifications

Likes 31 Selected



Eet Gud Bakery

June 11 at 3:03 PM · 🌐

Check out this great blog post featuring Eet Gud Bakery and our custom cakes!

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HIRED.NINJA

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48 Shares



Eet Gud Bakery Cakes

Bakery

Send Message

Eet Gud Bakery Cakes is with Tracey Destribats.
Published by Michael Bucci (?) · June 12 at 11:41 AM
Wedding Cake 2019

Like Page

18

5 Comments

Like

Comment

Paula Eagle Bear Nice job!

Like · Reply · 1w

1 Reply

Betty Barnes Awesome!

Like · Reply · 1w

2 Replies

Most Relevant ▾



Write a comment...

Press Enter to post.



Seanna Yang This is so cute!!

Like · Reply · Message · 2w

1 Reply

Most Relevant ▾



Write a comment...

Press Enter to post.



Rohini Tobaccowala Hahaha what an amazing cake!

Like · Reply · Message · 1w

Like

Comment

Share



Giulia Ricci 🥰🥰🥰🥰🥰🥰🥰🥰🥰🥰🥰🥰

Like · Reply · 2w



Write a comment...

Press Enter to post.



mbucci01

Edit Profile



14 posts

32 followers

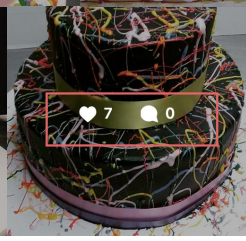
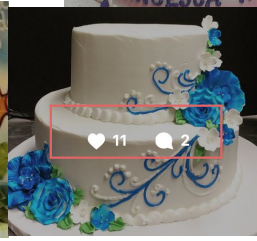
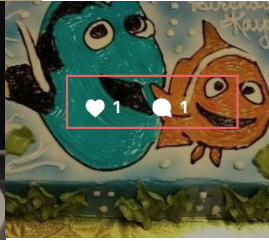
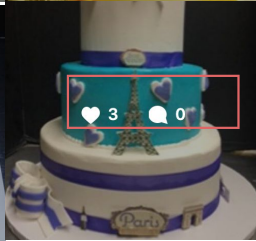
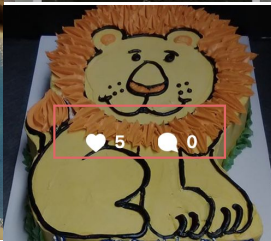
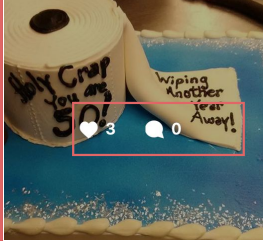
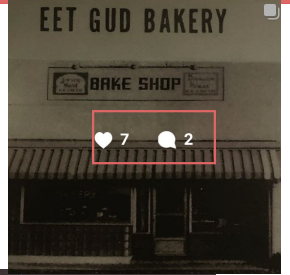
69 following

Cakes by Eet Gud

#trentoncakes #cakebakery #retirementcakes #themedcakes #birthdaycakes
#weddingcakes #graduationcakes #91yearsinbusiness #oldschoolbakery 🍰 🥰



www.hired.ninja/eet-gud-bakery-cakes-in-trenton.html



Instagram: Likes, Follows, Comments

DEMOGRAPHICS



All Users
100.00% Users



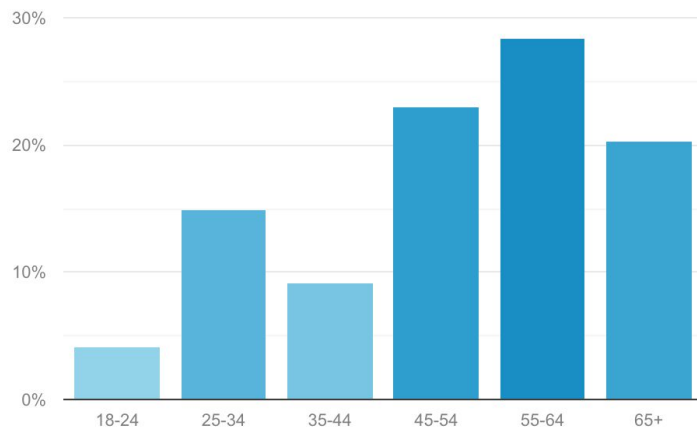
+ Add Segment

May 29, 2019 - Jun 20, 2019 ▼

Key Metric: Users ▼

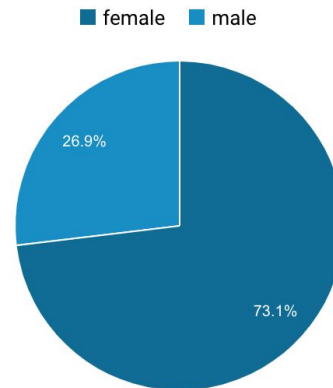
Age

53.70% of total users



Gender

54.32% of total users



SOURCES

- <https://www.yelp.com/biz/eet-gud-bakery-trenton>
- GOOGLE ANALYTICS
- PERSONAL INTERVIEWS W/ EET GUD BAKERY
- VARIOUS ONLINE ARTICLES ABOUT EET GUD BAKERY
- **Webpage:** <https://www.hired.ninja/eet-gud-bakery-cakes-in-trenton.html>
- **Facebook Page:**
<https://www.facebook.com/315247509368616/photos/a.315267996033234/327130011513699/?type=3&theater>
- **Instagram Page:** <https://www.instagram.com/mbucci01/>

ASSIGNMENT

1. **Pick a subject, cause, argument**, etc. that means a lot to you, something you believe in deeply, practice rigorously and feel mildly evangelical about.
2. **Create a blog, website, social channel, newsletter** or other social/digital vehicle dedicated to publishing content supporting your subject / cause / argument and start publishing content.
3. **Socially syndicate / distribute your content** and links to it via any means available e.g. social, search, media, influencer activation, PR, email etc.
4. Get discovered, shared and visited by **500+ new people** – show proof.
5. Develop a **short deck 6-10 slides** describing your program and your activation activity, results, optimization, relative success & learnings.
6. **Flash presentation 12 minutes max!**
7. **Presentations week 5 and 6 (June 26th & July 3rd)**