

# **Online marketing strategy for M-TASK cake shop**

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## Online marketing strategy for M-TASK cakes in Kegalle

### **1.0 Introduction to our organization and the products/services.**

M-TASK is a start-up cake shop that is located in Kegalle. M-TASK cakes expect to catch the interest of a regular loyal customer base with its quirky and fun corporate image, and unusual flavor cakes. The company aims to dominate the market in Kegalle due to the owner's industry experience and the lack of competition in town.

The business target to catch the customer base in Kegalle and other areas with fame and best service. This business targets on supplying the on demand customer service with best customer satisfaction.

M-TASK will offer a broad range of cakes with unusual flavors such as,

- Butter cake
- Chocolate cake
- Banana cake
- Fruit cake
- Pound cake
- Sponge cake
- Fruit cupcakes
- Chocolate cupcakes
- Normal cupcakes with customized icing color
- Customized cakes and non-decorated cakes

The shop will provide freshly baked cakes at all times during business hours. There's an online delivery service available in the business.

## **2.0 Target market/audience.**

M-TASK wants to establish a large customer base of regulars. M-TASK will target cupcake lovers around Kegalle area.

Our target market is divided into four different psychographics.

### **Celebrators**

We classify celebrators as individuals celebrating special occasions. Birthday, anniversary, graduation, valentine's day, etc.

### **Happy Moms**

"Moms" can come in for after school for cakes with their children and relax while we pamper the little ones.

### **Gourmet lovers**

These are group of people that watch the Food Network and can easily spend money for the latest cookbook.

## **3.0 Why we use an online marketing strategy to communicate to this target audience?**

- It helps to increase the brand awareness. Social media is one of the most stress-free and profitable digital marketing platforms that can be used to increase the business visibility. To get started, create social media profiles for our business and start networking with others.
- Online marketing is cost effective. For an advertising strategy, online marketing is possibly the most cost-effective way. Creating an account and signing up is free for almost all social networking platforms.
- It helps to interact with customers. Social media is a good way for engaging and interacting customers. The more you communicate with the audience, the more chances you have of conversion.
- Online marketing strategies improve the brand loyalty. When we have an online social media presence, we make it easier for our customers to find you and connect with you.

- It healthier customer satisfaction. Online media plays a vital role in networking and communication platform. With the help of these platforms, creating a voice for your company is important in improving the overall brand image.
- One of the best ways to find the needs and wants of your customers instead of directly communicating with them is Marketplace awareness is online marketing. It is also considered as the most valuable advantage of social media.

#### **4. Marketing and sales funnel for the organization**

For a cake shop, a sales funnel is the path that buyers go through in a bid to buy cakes or cupcakes. The logic behind this idea is such that as we move down the funnel, the number of people reduce.

For a cake bakery, the funnel would have four levels which are,

##### **Awareness level**

At this stage, have to aware on the business. Firstly, we should understand what are we selling and the type of people that we intend to sell to. As mentioned above mainly we are going to sell cakes and cupcakes and the customer base can be categorized into 3 groups as celebrators, happy moms, gourmet lovers. A new customer finds our bakery on social media, by referral through an old customer or he simply walks in. A lot of convincing is done here as you are trying to get the customers to like our products.

##### **Interest level**

Here we have to capture the attention of the customers who are interested in. Basically our prospective client demonstrates an interest in our product. Now, this customer is going through your online store and trying to see if any of your cakes catches his eye. At this point, he probably sees a nice cake. By making adverts that are directed to specific groups. For instance, you can

## M-TASK Cakes

advertise your cupcakes in blog pages dedicated to wedding gift. You should also put up an advert on social media for people to see and also create a website for our product.

### **Decision level**

The customer is ready to buy and the negotiations begin. Remember, the customer is probably considering multiple choices. So we are planning to best bet at this point is to throw our best offers at him at a considerable price limit. Be as friendly as possible and show them the best of the products we have around. We should as well offer them a taste of some of the products they intend to buy.

We will explain to them the reason why they should go on and purchase our cake or our cupcakes. We should at this point be as honest as possible. The idea here should be to inform them about healthy reasons why they should pick you. Let them see why you are better and why your prices are justified.

Our best offers could be; buy one, get one cupcake free, a discount or free delivery. The idea is to get our customers so blown away that they can't resist our offer.

### **Action level**

Here, our customer buys the product. However, the fact that the customer has come this far down funnel doesn't mean that your work is done. We should work towards customer retention. At this point, there could be two outcomes, purchase or rejection. In the event of rejection, we should find out why and make improvements. In the event of a purchase, ask for feedback for improvements as well.

We want that customer to come back again and again and if possible refer more people. Encourage the customer with loyalty discounts at intervals and have them give honest feedback on our products.

## **5. 0 The KPIs for each stage of the marketing funnel.**

Key Performance Indicators are very important when it comes to assessing the effectiveness of the marketing campaigns of the cake shop.

### **Awareness level**

#### **\*Open Rate (View rate)**

This is the rate where customers have viewed the post or open the email. Normally this is counted as a division of total emails sent or posts posted. But not an accurate model to be used because we see sometimes the posts or messages are not properly reached to the customers.

#### **\*Bounce Rate**

This is the percentage of our total emails sent which were unable to successfully delivered the shop. Mainly this is about email marketing. There are two types of bounces as soft bounce and hard bounce. Sound bound can be happened due to technical errors of the recipient or temporary problem with a valid email. Hard bounce occurs where the Email address is wrong, or not valid. If we have such invalid emails and data in our database, we should eagerly remove them as on the exact instance we identify them. It is better to have a lower bounce rate

#### **\*Click through rate**

This is the rate where the customer presses the button of the shop's page in social media and web site to view links and search for more details. This is important as it will help the shop to identify how many minutes does the users spend on the page and on which part. It is better to have a higher rate.

### **Interest level**

#### **\*List growth rate**

This is the growth of the existing customer list. Sometimes this could be due to new potential customers and we should try to keep the existing rate using the existing customers. Losing existing ones and adding new ones to cover it up is not a good indication of the customer loyalty.

#### **\*Customer turnover rate**

This is the direct indication for the customer loyalty. This could happen due to many reasons. Such as lack of customer care, the cakes not up to the customer expectation etc. The cake shop should try their best to reduce the turnover rate using various kinds of marketing strategies.

### **Decision level**

#### **\*Subscribe/Unsubscribe rate**

This is the number of target market unsubscribe from our send list after opening a given email or viewing the posts. This is a very efficient and key indicator of our target market as it will help us to measure how our restaurant should change the marketing strategies or not. Higher the unsubscribe rate is not favorable to the restaurant.

### **Active level**

#### **\*Conversion rate**

This is the rate which represents the that the target market has used the marketing materials and have completed the whole procedure and have become potential customers of the cake shop. Higher the conversion rate is favorable for the company.

#### **\*Financial ratios**

Most of the ratios regarding turn over indicates the sales of the shop which is an indirect representation of the rate of purchases done in the restaurant.



## **6. 0 Website strategy**

### **6.1 The purpose of the site.**

A web site presence will give our cake business great online visibility, which in turn will enable customers to find us easily. Your new website is an effective marketing tool and will help generate awareness, exposure and extend our bakery cake brand. Our website should allow you to showcase your specialties, menu and services. Not only that it includes information on the availability of online delivery service. Not only that we have included you the chance to design the customer's preferred designs. It will increase the customer satisfaction. As a busy independent cake baker, we may not have a lot of time left for marketing and promotion, but it is a necessary task if you want to keep your business going and expand your customer base.

### **6.2 Content in the site**

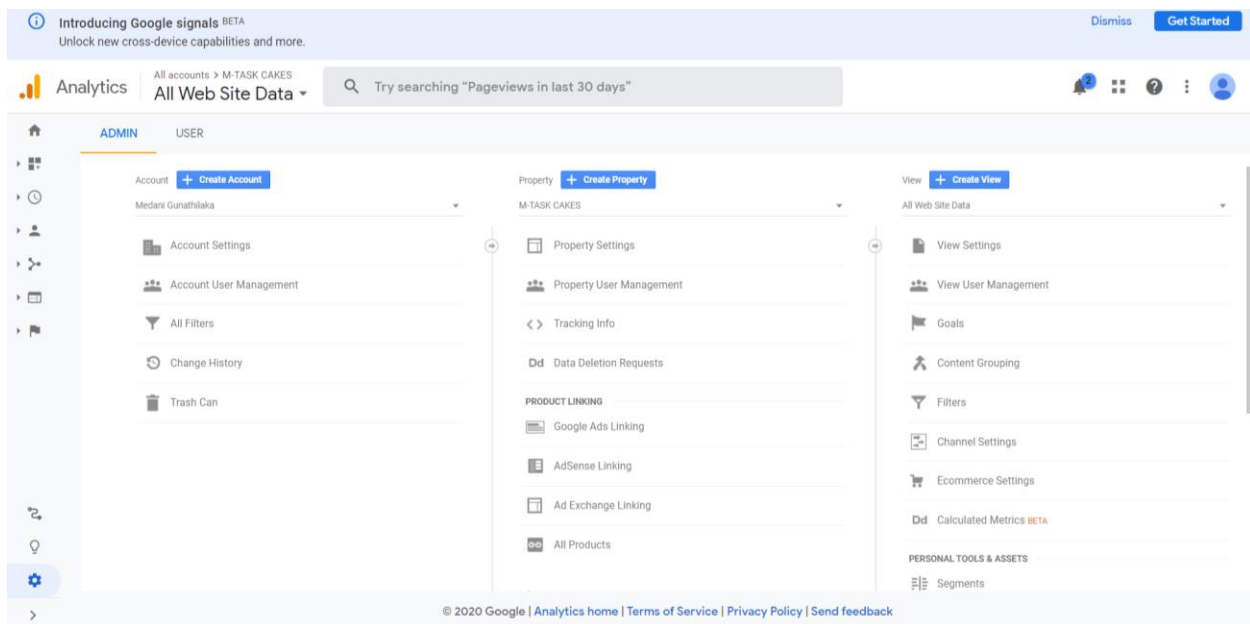
- There is a considerable content in our website.
- There is a home page which includes the popular cakes, cupcakes and their prizes. Not only that there's a space to create the customer's preferred cake. General details such as address, contact details etc...
- There is a page that includes product categories and their prices.
- There will have a page call my account in order to create an account in the business. It will help to order the preferred cake.
- A page called order is in the web site. You can order the preferred product.
- A page called delivery will have in our web site. It contains information on delivery locations. Especially the free pick up locations, delivery available areas, amount charge for delivery and the terms and conditions.

### 6.3 The metrics track within the site

- Regency metric can be tracked within the site. The length of time since a particular customer's last purchase. It can be tracked using my account functionality. Track changes the number of active customers.
- Bounce rate is another kind of a metric which we can be tracked within the web site. We can obtain the data which shows what percentage of visitors leave our web site before further exploring our website.
- Market share also a metric that can be tracked within the organization. It is a measure of competitiveness of the business. It describes the sales revenue as a percentage of market share revenue.
- Another kind of metric that can be tracked within the business is the web traffic; it describes the number of visitors of the website. They can be potential leads that turn into potential customers. Website traffic consists of many things such as sessions, page views, page per session, average session duration, bounce rate etc.

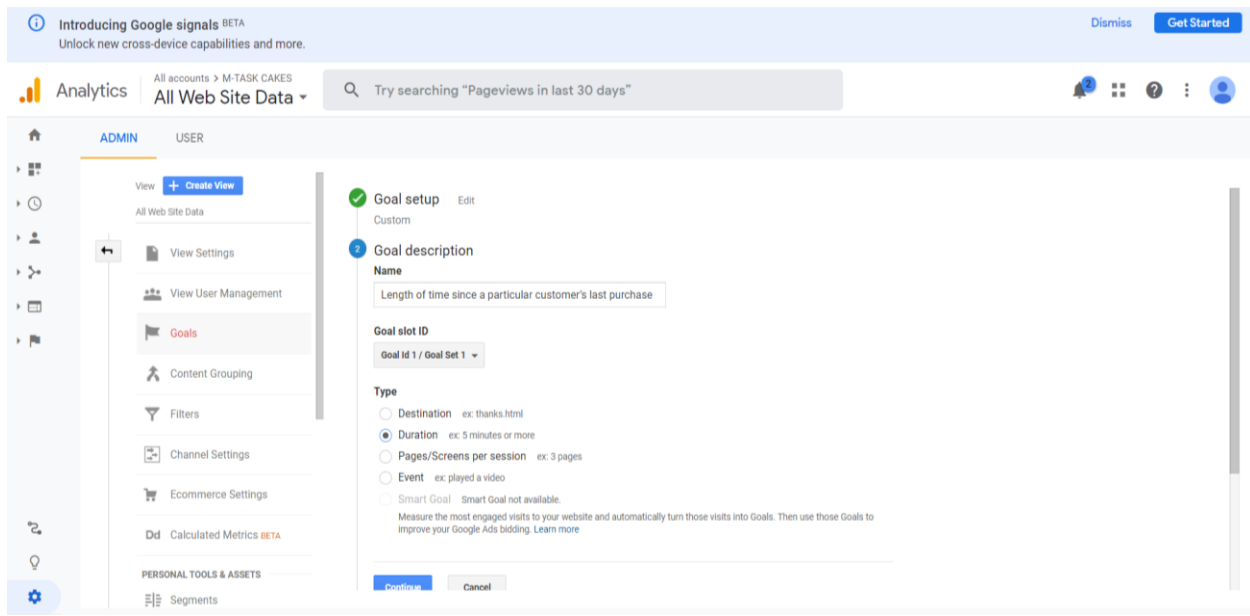
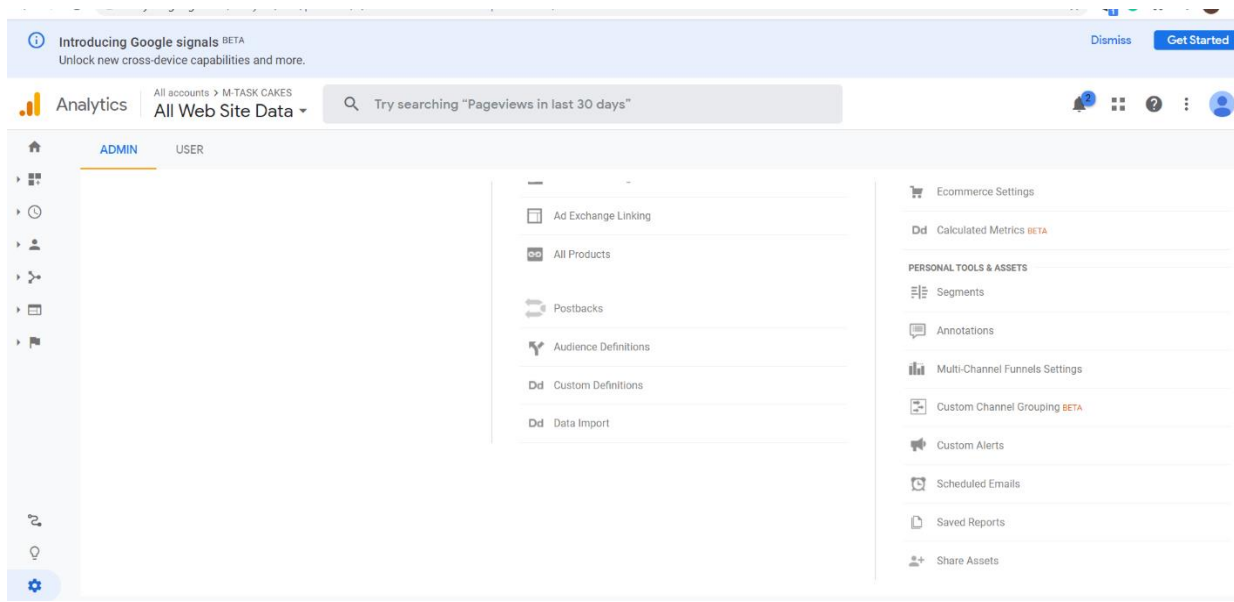
### 6.4 Goals track in Google Analytics and the set up (screenshots of the set up).

Following are the steps followed after creating the google analytics account.



Click on the admin bar and go for view section. Then select the goals.

## Set up goal 1



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DismissGet Started

Analytics

All accounts > M-TASK CAKES

All Web Site Data

Try searching "Pageviews in last 30 days"

2

?

ADMIN

USER

View

+ Create View

All Web Site Data

View Settings

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

+ NEW GOAL

Import from Gallery

Search

| <input type="checkbox"/> | Goal   | Id                     | Goal Type | Past 7 day conversions | Recording     |
|--------------------------|--|------------------------|-----------|------------------------|---------------|
| <input type="checkbox"/> | Length of time since a particular customer's last purchase | Goal ID 1 / Goal Set 1 | Duration  | 0                      | <div>ON</div> |

19 goals left

## Set up goal 2

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Analytics

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All Web Site Data

Try searching "Pageviews in last 30 days"

2

?

ADMIN

USER

View

+ Create View

All Web Site Data

View Settings

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Goal setup

Edit

Custom

Goal description

Name

Percentage of visitors leave our web site

Goal slot ID

Goal ID 2 / Goal Set 1

Type

☐ Destination

ex: thanks.html

☐ Duration

ex: 5 minutes or more

☒ Pages/Screens per session

ex: 3 pages

☐ Event

ex: played a video

☐ Smart Goal

Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Continue

Cancel

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Analytics

All accounts > M-TASK CAKES

All Web Site Data

Try searching "Pageviews in last 30 days"

2

ADMIN

USER

View

+ Create View

All Web Site Data

View Settings

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Pages/Screens per session

Greater than

0

Value optional

ON

2

\$USD

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

Verify this Goal

See how often this Goal would have converted based on your data from the past 7 days.

Save

Cancel

Cancel

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All Web Site Data

Try searching "Pageviews in last 30 days"

2

ADMIN

USER

View

+ Create View

All Web Site Data

View Settings

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

+ NEW GOAL

Import from Gallery

Search

| <input type="checkbox"/> | Goal   | Id                     | Goal Type                 | Past 7 day conversions | Recording     |
|--------------------------|--|------------------------|---------------------------|------------------------|---------------|
| <input type="checkbox"/> | Length of time since a particular customer's last purchase | Goal ID 1 / Goal Set 1 | Duration                  | 0                      | <div>ON</div> |
| <input type="checkbox"/> | Percentage of visitors leave our web site                  | Goal ID 2 / Goal Set 1 | Pages/Screens per session | 0                      | <div>ON</div> |

18 goals left

## Set up goal 3

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DismissGet Started

Analytics

All accounts > M-TASK CAKES

All Web Site Data

Try searching "Pageviews in last 30 days"

2

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ADMIN

USER

View

+ Create View

All Web Site Data

View Settings

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Goal setup

Edit

Custom

Goal description

Name

Competitiveness of the business

Goal slot ID

Goal Id 3 / Goal Set 1

Type

☐ Destination

ex: thanks.html

☐ Duration

ex: 5 minutes or more

☐ Pages/Screens per session

ex: 3 pages

☒ Event

ex: played a video

☐ Smart Goal

Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

ContinueCancel

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All Web Site Data

Try searching "Pageviews in last 30 days"

2

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ADMIN

USER

View

+ Create View

All Web Site Data

View Settings

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Goal setup

Edit

Custom

Goal description

Edit

Name: Competitiveness of the business

Goal type: Event

Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. [Learn more](#)

Category

Equals to

Category

Action

Equals to

Order

Label

Equals to

Label

Value

Greater than

Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

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All accounts > M-TASK CAKES

All Web Site Data

Try searching "Pageviews in last 30 days"

2

?

ADMIN

USER

View

Create View

All Web Site Data

View Settings

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

+ NEW GOAL

Import from Gallery

Search

| <input type="checkbox"/> | Goal   | Id                     | Goal Type                 | Past 7 day conversions | Recording     |
|--------------------------|--|------------------------|---------------------------|------------------------|---------------|
| <input type="checkbox"/> | Competitiveness of the business                            | Goal ID 3 / Goal Set 1 | Event                     | 0                      | <div>ON</div> |
| <input type="checkbox"/> | Length of time since a particular customer's last purchase | Goal ID 1 / Goal Set 1 | Duration                  | 0                      | <div>ON</div> |
| <input type="checkbox"/> | Percentage of visitors leave our web site                  | Goal ID 2 / Goal Set 1 | Pages/Screens per session | 0                      | <div>ON</div> |

17 goals left

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Analytics

All accounts > M-TASK CAKES

All Web Site Data

Try searching "Pageviews in last 30 days"

2

?

ADMIN

USER

View

Create View

All Web Site Data

View Settings

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

+ NEW GOAL

Import from Gallery

Search

| <input type="checkbox"/> | Goal   | Id                     | Goal Type                 | Past 7 day conversions | Recording     |
|--------------------------|--|------------------------|---------------------------|------------------------|---------------|
| <input type="checkbox"/> | Competitiveness of the business                            | Goal ID 3 / Goal Set 1 | Event                     | 0                      | <div>ON</div> |
| <input type="checkbox"/> | Length of time since a particular customer's last purchase | Goal ID 1 / Goal Set 1 | Duration                  | 0                      | <div>ON</div> |
| <input type="checkbox"/> | Percentage of visitors leave our web site                  | Goal ID 2 / Goal Set 1 | Pages/Screens per session | 0                      | <div>ON</div> |

17 goals left

14 | Page

### Set up goal 4

The screenshot displays the Google Analytics 'Goals' configuration page. On the left, the navigation sidebar includes options like 'View', 'Settings', 'Goals', and 'Segments'. The 'Goals' section is currently selected. The main area is divided into two columns: 'ADMIN' and 'USER'. The 'ADMIN' column shows the 'All Web Site Data' view. The 'USER' column shows the 'Goal setup' process, which is divided into two steps: 'Goal setup' (marked with a green check) and 'Goal description' (marked with a blue '2'). The 'Goal description' step is active, showing the 'Name' field with the value 'Web traffic' and the 'Goal slot ID' dropdown set to 'Goal Id 4 / Goal Set 1'. Below this, the 'Type' section has 'Duration' selected as the goal type, with a note explaining that goals measure the most engaged visits to the website and automatically turn those visits into goals. The 'Continue' button is visible at the bottom of the 'Goal description' step.

Analytics

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Dismiss

Get Started

All accounts > M-TASK CAKES

All Web Site Data

Try searching "Pageviews in last 30 days"

Notifications

Help

Profile

ADMIN

USER

View [+ Create View](#)

All Web Site Data

View Settings

View User Management

**Goals**

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

**Goal setup** Edit

Custom

**Goal description** Edit

Name: *Web traffic*

Goal type: *Duration*

**Goal details**

Duration **Greater than**

| Hours | Minutes | Seconds |
|-------|---------|---------|
| 1     | 0       | 0       |

Value optional

**ON** 4 SUSD

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

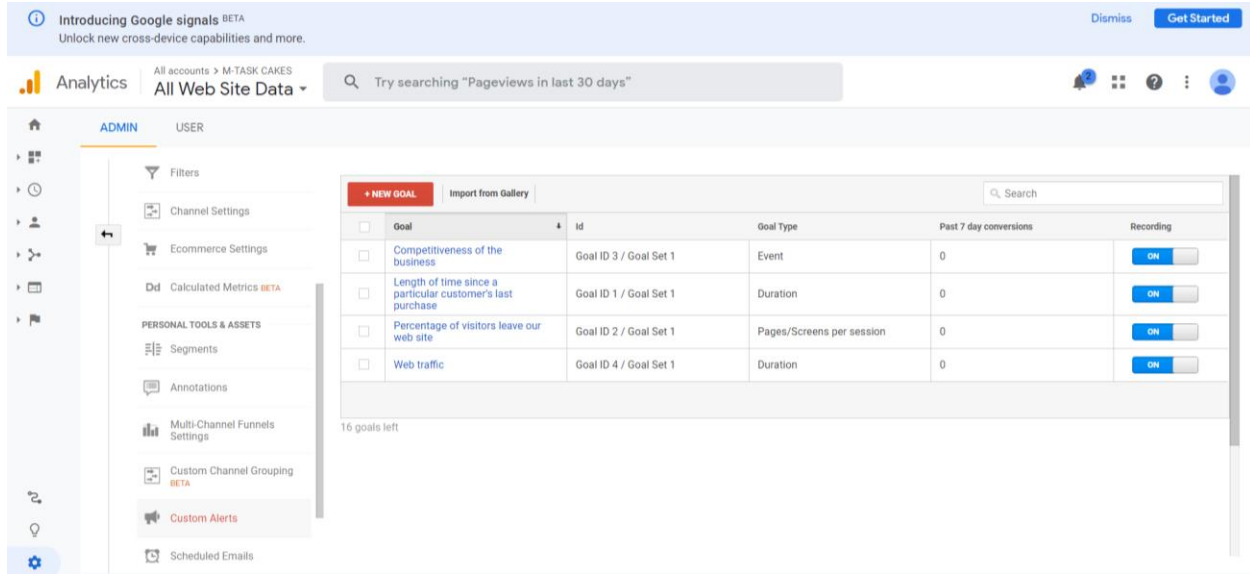
**Verify this Goal** See how often this Goal would have converted based on your data from the past 7 days.

**Save** **Cancel**

**Cancel**



## M-TASK Cakes



## 6.5 Steps take to SEO the site

### Step 1: Choose a great domain name

First have to choose the best possible domain name for the site. We are going to have a clear company name. If not name can be easily misspelled, then it can be easily missed too. Many others will find out about our website through word of mouth, so if the domain name sounds a bit too much like something else, they could end up missing us. So we are going to have a short, easy to spell and easy to remembered domain name.

### Step 2: Research the right keywords

Before we start adding content to our new site, we need to do a proper keyword research to find out which words our audience is using when they're searching for our products or services.

Before we get started with our keyword research, ask yourself:

- What is our page about?
- What is the main intent of the page?
- What are your main goals for this page?

Each group of keywords is useful as it helps answer specific questions that prospects might have about your product or service.

### **Step 3: Craft the content**

High quality content is an integral part of the interactions with customers and how the site achieves top rankings. By content we're referring to anything we publish on our site that educates, attracts and delights customers to web page content, pictures, etc.....

So we are planning to start writing our content and optimize it. Surely, we write for our visitors first, and then for search engines. We will use a fresh content otherwise we won't stand a chance converting visitors into customers.

### **Step 4: Optimize the code**

SEO-friendly URL structures are another important element but we are often overlooked. If our URLs have gibbering numbers and punctuation marks then, just like users, search engines will have a hard time understanding what that page is about. Here are a few things to keep in mind if we are going to achieve an SEO-friendly site URL structure:

1. Consolidate your www and the non-www domain versions
2. Avoid dynamic URLs.
3. Use canonical tags.
4. The title tag.
5. The meta description tag.
6. Alt tags.

### **Step 5: Technical setup**

We are concerned about setting up and verify Google Analytics. We need to measure the effectiveness of our SEO efforts and see how your website is performing. How many visitors a month is our site attracting? Which pages are the most popular? How much time are they spending on our site? These are just a few of the things we will uncover by using an analytics tool so make sure we will set up your analytics software now so you can start collecting data right away.

### **Step 6: Earn links**

Links are an important ranking factor and continue to be a great indicator of what content is relevant and important. However, it's not about getting hundreds of links quickly but about website. Today our link building strategy should be about earning links, which you can do by:

creating purposeful content, promoting our content so that it reaches the right people who will be motivated to link to your content and share it online`.

### **Step 7: Things to check post-launch**

We are tested on usability here. It helps keep our visitors happy. Great user experience refers to a site that is easy to navigate through, with information that's easy to find and useful. Test as if we were a customer. Check to make sure there aren't more steps than necessary in the checkout process and that it's easy for visitors to navigate through your site, to buy a product and to contact you.

We are going to test the speed of the site. Site speed is an increasingly important ranking factor, and should improve loading times. Our intention is to check the loading time for each of our web pages by using an insights tool.

## **7.0 Our channel strategy**

### **7.1 Digital channels use for our digital campaign and reasons.**

- FB is one of the digital channels we use for digital campaigns. Facebook remains by far the most popular social media site. Therefore, you absolutely need a Facebook page for our cake shop. Ensure to translate our brand identity through the page, maintain a consistent brand voice in your posts, and become familiar with the different options for posting. It provides a value to our fans by posting useful information, tips, discounts, and special promotions. Lastly, explore Facebook paid advertising. This can be hugely successful for our cake shop.
- Google is another digital channel which is used for digital campaigns. Google Ads can be a very effective way of selling cake products to consumers. As you can see you get shown a range of cake products triggered by the words you type in. Google chooses what to show according to how much we are willing to bid.
- Twitter is one of the most popular platforms and is ideal for all sorts of compact posts that customers will appreciate. You can use Twitter to create: Fun and simple polls on potential new creations of different types of cakes and cupcakes; Twitter polls are a great way to get feedback plus more visibility. Interactive tweets asking questions. It will help to aware other interested customers to obtain more information on the cake products. Announce new products with a short yet detailed description. Tweets offering exclusive discount codes.

- Instagram plays an integral part in our digital campaign. When it comes to social media, Instagram is a great platform to showcase all the potential our brand of cake, which is a massively image-driven platforms — perhaps the most popular with bakeries and restaurants Posting great photos is an unsaid prerequisite of this platforms which will help our cakes business attract more eyeballs.

### **7.2 A campaign set up for one target group under at least one digital channel (FB, Google or LinkedIn).**

- Now a day's face book plays an integral role in digital marketing. Here, we are going to discuss on how a face book page is setup for Celebrators who celebrates special occasions such as birthday, anniversary, graduation, valentine's day, etc...
- We will have a competition named "M-task cake challenge" on Facebook for the celebrators who search our face book page. All of them have to do is to share a particular cake post which is in the M-TASK cake's web page. They are emphasized to tag 10 friends as well. Not only that it is said to like the original post. The winners will be given free cakes, cupcakes and a special kind of a cake making training if they like. Before setup, should concern on the face book audience, goals, incorporate face book adds etc....

#### **Step 1**

Head to [facebook.com/pages/create](https://facebook.com/pages/create) to create a Facebook Page on the M-task cake challenge.

#### **Step 2**

Choose the page type. We will set up a Business page and that our reviews tab is visible for customers to see and click on.

Invite all your friends from the personal page to like and follow the new business page.

#### **Step 3**

Make a logo by using canva app and Insert the logo of M-task cakes, personal headshot or signature product into the Profile Picture section.

Add photos of the different kinds of cakes and cupcakes. Not only that we are going to add photos describing the game's terms and conditions.

We are going to choose a rectangular, good picture to place as the banner image on our page. Have the image be of a close up of our special products.

Create individual photo albums for types of products, even if we have only cakes and cupcakes have a few photos. We are going to have two separate albums for cakes and cupcakes.

#### **Step 4**

Add location and main products.

Add a short description on the M-task cakes as well as the game's terms and conditions.

Insert the contact information and a short business description in a part of the page. In here, we make sure we mention our ideal client group “celebrators”, how we can help them, what you offer, and a call to action.

#### **Step 5**

Add a call-to-action button to the Page. Call-to-action buttons can help our customers: To contact us through messenger or email or by phone or website. First should go to the page and Click + add a Button below the page's cover photo. Then select a button from the dropdown menu and follow the on-screen instructions. After that click save. Once the button has been created, we can test our button: Click your button. Select Test Button.

#### **Step 6**

Create a username for our page. We have to Insert our business name (M-task cakes) and our location (Kegalle town) and top products(cakes), as the page name.

Page Name: M-task cakes, Kegalle

#### **Step 7**

Customize our notifications

#### **Step 8**

Organize the page tabs in a proper way.

#### **Step 9**

Verify the Page.

## References

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