

Creme and Cocoa - Analysis of Online Presence

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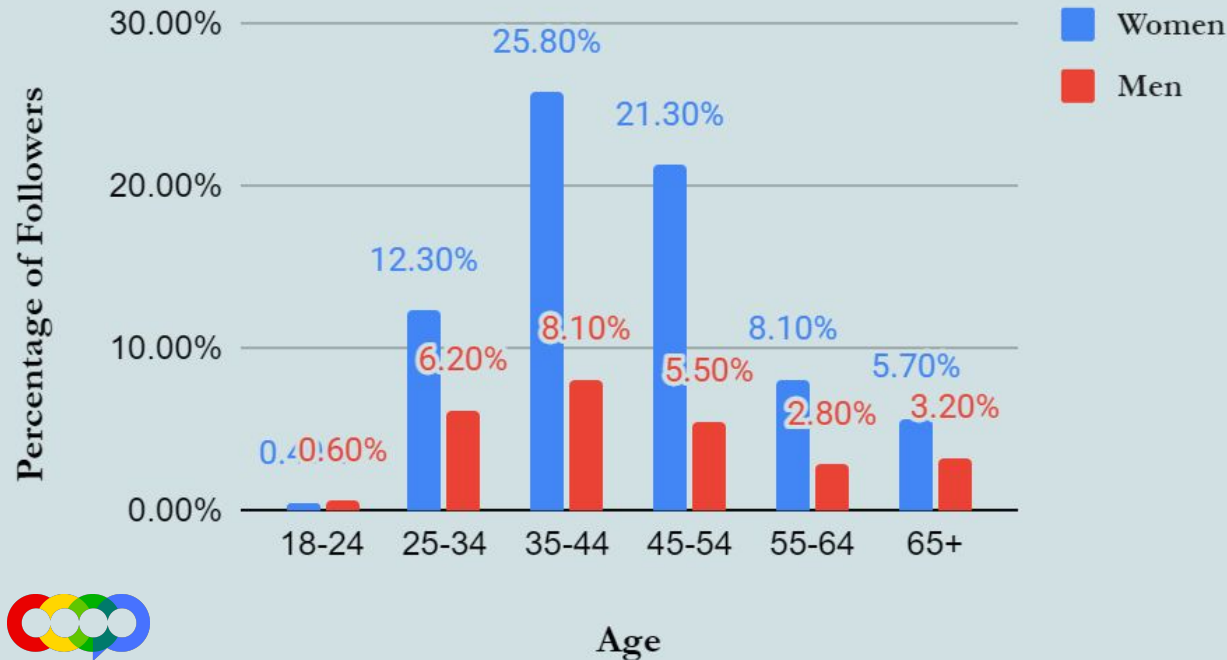
Presentation Outline

- Deliverable: Create audience insights by looking at online properties
 - Social media analysis
- Key observations and trends from Facebook & Instagram
- Conclusions and specific recommendations
- Extras!



Current Audience of Facebook

Facebook Followers by Gender and Age

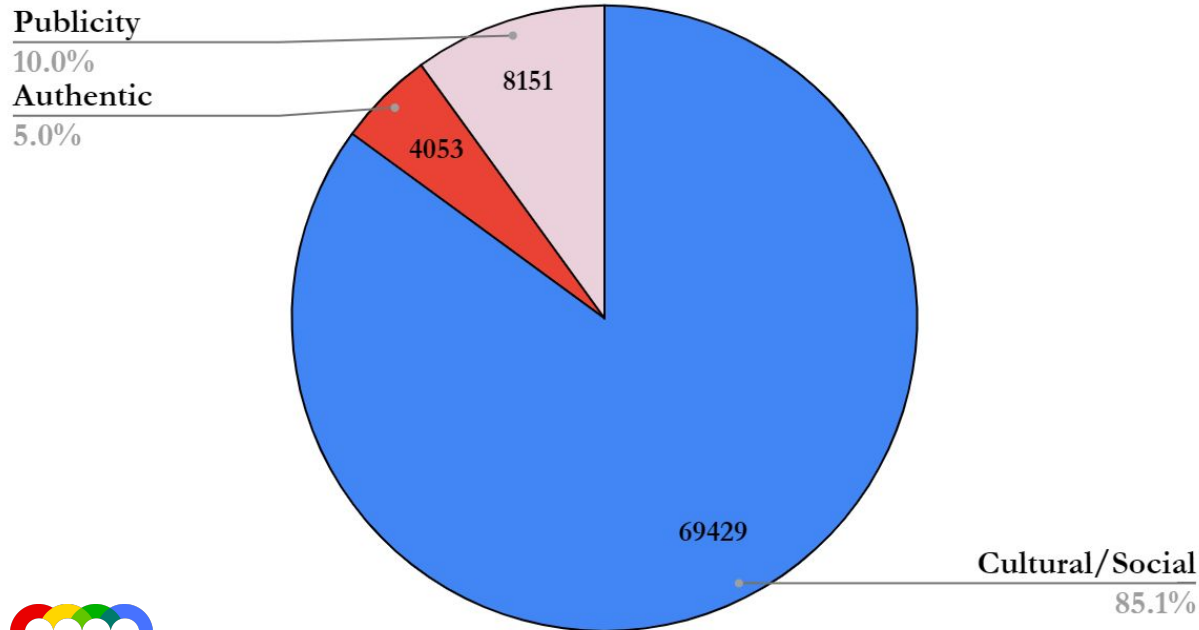


- Majority of Facebook users are between 35-54.
- 25.80% percent of Facebook users are women between 35-44 while on the men, the highest for men is 8.10% between 35-44
- Lack of younger audience as only make up to 1% between 18-24



Facebook Trends 2021 - Top 10 Posts

Facebook's Total Reach 2021 (81,633)

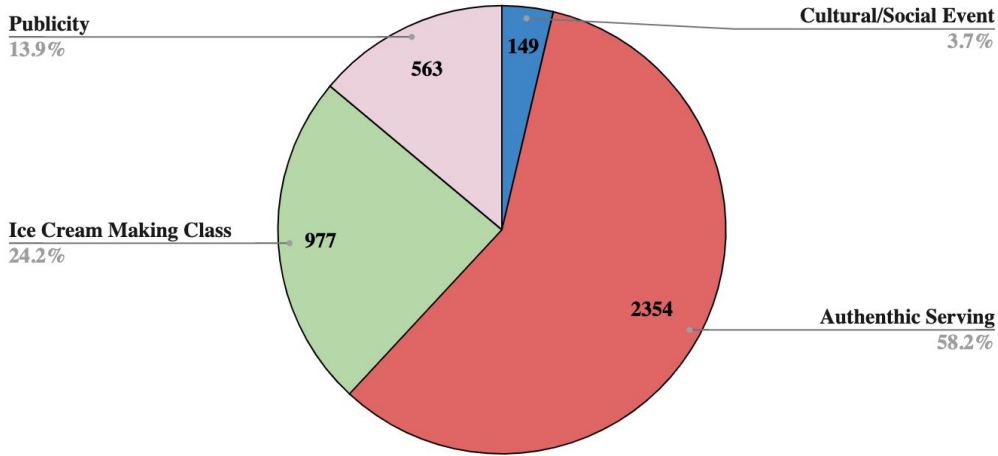


- Posts was made on holidays and they show their gratitude for their supporters on their end of year post
- Giving a shoutout on their tour where they try out different ice cream places
- Promoting a special deal on their delivery service



Facebook Trends 2022 - Top 10 Posts

Facebook's Total Reach 2022 (4,043)




- **Authentic/Serving:** original photos & videos of ice cream flavors
- **Ice Cream Making class** promotions
- **Publicity:** one guest appearance on a reality TV show
- **Cultural/Social:** waving the Haitian flag



Highest Page and Profile Visits from Facebook



 **Crème & Cocoa Creamery** October 12 · 🌐 ...

Check out our co-owner Astrid on "Boss Girls' Guide" with Kela Walker .

The show will premiere on this Wednesday October 12th, 2022 at 10:00pm ET./ 9:00pm C. Only on CLEOTV.

@powerhouseproductionstv... **See more**

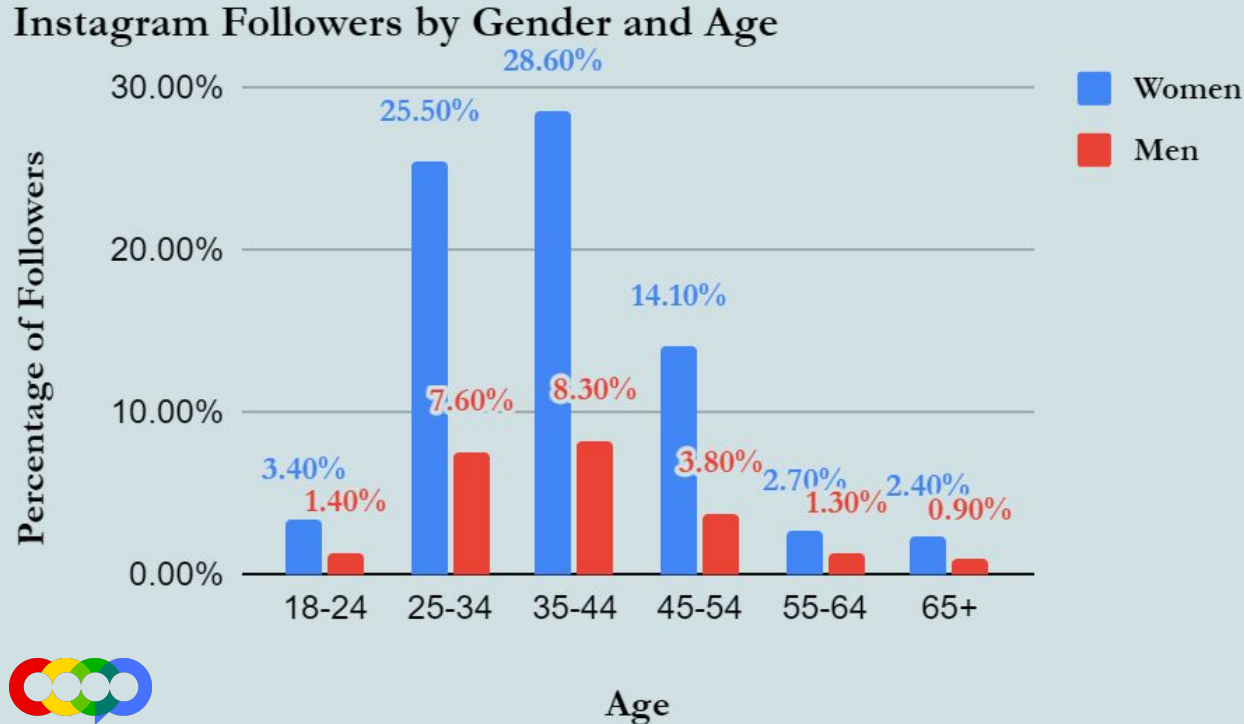


Facebook Conclusions

- Posting footage of the ice cream and each flavor → high reach!
 - Varied Shots Helped (especially up close shots of just the ice cream)
- Your audience loves your authentic personality!
 - They respond towards the pictures of your family and videos of you guys in the shop.
- Engage more with that community. Your brand is centered on the cultural connection!
 - Festivals like SummerStage go on for a few months and will feature dance and music from artists from many genres including but not limited to hip-hop, reggae, soul, and afrobeat.
- Repost your feats and accomplishments!



Current Audience of Instagram

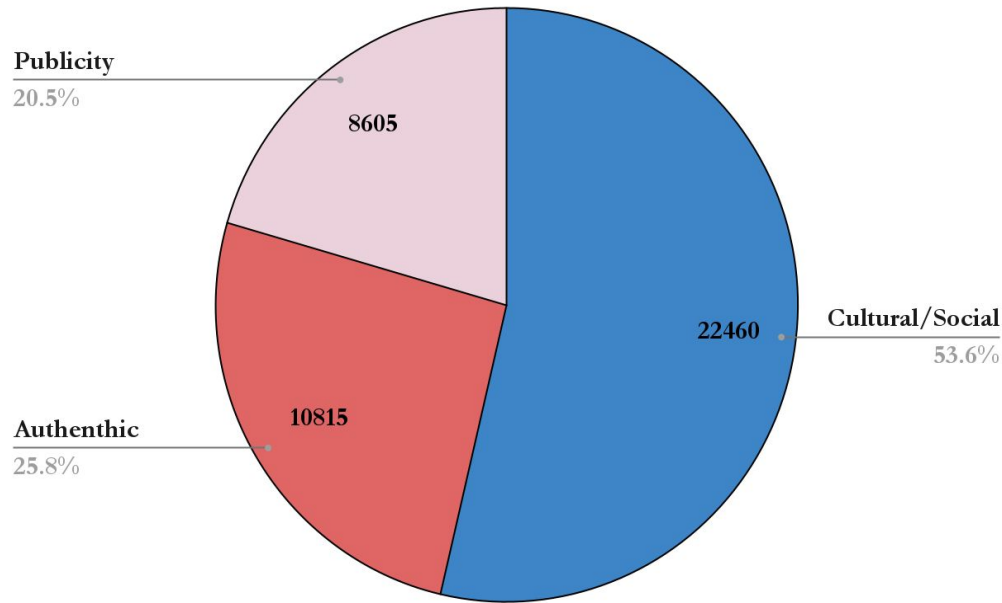


- Similar to trend as Facebook as most audience are women and most came from the age range of 35-44
- Highest percentage of both gender came from the age of 35-44
- Instagram does attract more of younger population, however, it still pretty low



Instagram Trends 2021

Instagram's Top Reach 2021 (41,880)



- All posts reaching 1,000+ people
- No Ice Cream Making Class promotions

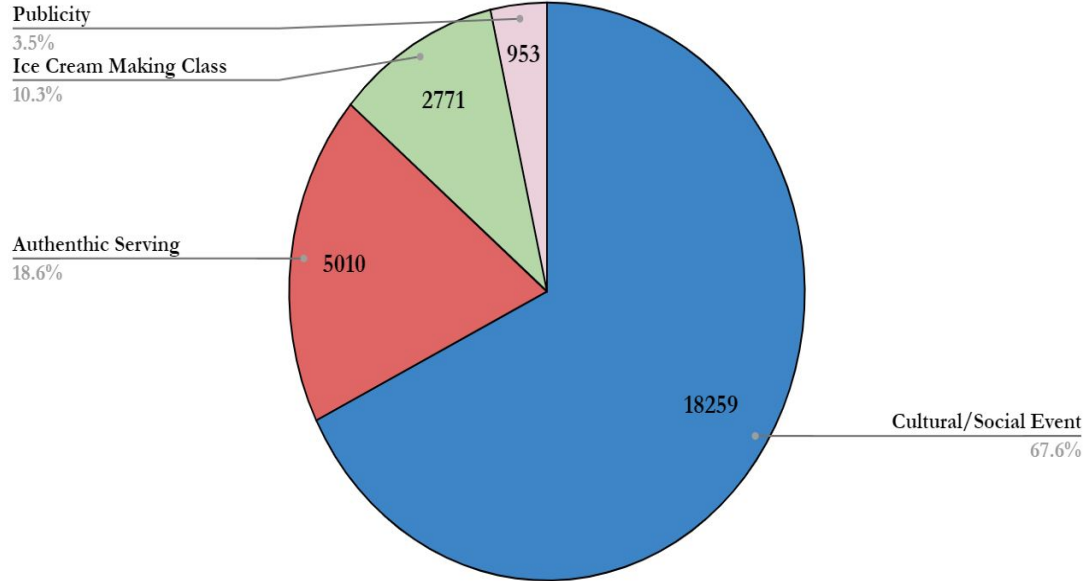
Factors for high reach

- Holidays had increased reach even without posting everyday
- Original media of the ice cream and your family
- Partnerships (4 in total)



Instagram Trends 2022

Instagram's Total Reach 2022 (26,993)



- Similarly to 2021, posts that included footage of you attending/supporting events performed significantly higher than your other posts.



Ice Cream Making Class

- Covid-19
- Ice-Cream Making classes end up managing to take up to 10% of your top performing posts in the last year.
- **Insight:** We recommend you to invest more into attending social events, however, you should also prioritize advertising your ice-cream making classes during the holidays.

Date	Facebook Reach	Instagram Reach
February 10th, 2022	977	1,422
February 11th, 2022	917	1,157
February 5th, 2022	460	1,103
Grand Total	2,354	3,682



Highest Page and Profile Visit from Instagram



Instagram Conclusions

- Holidays with the most reach are:
 - Valentine's Day
 - Thanksgiving (highest reach)
 - Christmas
- Attending and celebrating events allow you to engage with your community
 - Continue attending movie screenings and parades
- Any photos and videos you take of your store and your ice cream



Analysis of Facebook and Instagram in 2021

- On Facebook, your holiday and cultural posts has gain a lot of your audience reach by a whopping 85.1% while on Instagram had shown a similar result with 53.6% on cultural/social posts
- Holidays posts, photos and videos of your ice cream and family, partnerships are the main reason why customers are attracted to your brand
- On Facebook, your top three posts are end of the year post where you thanks your supporters, your ice cream tour out of the country, and your Mardi Gras Pack flavor
- On Instagram, your top three posts are family/ happy holiday posts for the end of year and Thanksgiving, photos of ice cream pints and your showcase of ice cream flavors, and your VH1 partnership



Analysis of Facebook and Instagram in 2022

- On Facebook, your authentic serving blossom to 58.2% due to an increase amount of posting of different ice cream flavors and your ice cream making sessions
- On Instagram, your cultural and social postings are still exceeding with a 67.6% for your support at attending parades and other holiday/social events
- On Facebook, you top three posts are your photos of close-up of your ice cream flavors, videos of the ice cream making class
- On Instagram, your top three posts are your videos during the Haitian Day Parade, posters for movie and Juneteenth events, and your videos of the ice cream making class, and your collaboration with Grand Bazaar NYC and your appearance of scooping ice cream in reality TV



Relationship Between Hashtags in Platforms

- They are important!
- Hashtags help gather the traction needed to amass greater reach.
- Common hashtags that you have used that have assisted in attracting greater reach includes; #BlackBusinessMonth, #BuyBlack, #teamplaybook

#vote #election2021 #whenweallvote
#voteforchange #powertothepeople
#shirleychisholm
#unboughtandunbossed
#caribbeanamerican
#westindianamerican #immigrants
#civicduty #census2020
#civicengagement
#daughterofimmigrants #brooklyn
#bedstuy #flatbush #littlecaribbean
#flatbushjunction #nvr
#nationalvotersregistrationday
#nationalvotersday #blackvotesmatter
#immigrantvote

(From September 21st, 2021 Instagram Post promoting voter registration, 331 reach)



Areas of Focus

- Post at least once a week on social media → Consistency is beneficial across all platforms
 - Holidays
 - Ice cream footage (people love seeing your ice cream!!)
 - Show all of your flavors
 - Scooping, serving, adding toppings, sharing ice cream with people
 - Post about sales/promotions ahead of time (the anticipation is exciting)
 - Post your updated menu, flavors, hours of operation, and how to order online
- Partnerships and events bring growth and attention
 - Cultural parades (Haitian, Panamanian, West Indian), movie screenings, appearances (on the news, TV, YouTube, events), food markets, [street fairs](#), local colleges



Area of Focus



First Impression



Menus

DAIRY FLAVORS

CARIBBEAN COCOA	CARIBBEAN VANILLA	ISLAND GAL
AUNTIE A'S APPLE PIE	NOT SO GRAPE NOT SO NUT	COOKIES N CRÈME
NANA COOKIE	CARAMEL LATTE	TRES LECHES RED VELVET
BLACK BEAUTY	COOKIES N SCREAM	COCOA TREATS
"RUN IT" RUM RAISIN (BOOZY)	SWEET GEORGIA BROWN (BOOZY)	COGNAC CARAMEL (BOOZY)
SOUTHERN BELLE SWEET POTATOE PIE (BOOZY)	SPIKED PUMPKIN SPICE (BOOZY)	SOUTHERN BELLE WENT NORTH (BOOZY)
"1804" KREMAS (BOOZY)	COGNAC CARAMEL (BOOZY)	MIDNIGHT CHIP (BOOZY)
NUTELLA CHIP (BOOZY)	WHISKEY COCOA-MEL CHIP (BOOZY)	



DAIRY ICE CREAM

NANA COOKIE

Our version of banana pudding. Banana and Crumbled Nilla Cookie ice cream

CARIBBEAN VANILLA

Vanilla ice cream with Caribbean vanilla extract

COOKIES N CRÈME

Vanilla ice cream with Oreo cookies

SALTED PRETZEL

White chocolate ice cream with sea salt and yogurt-covered pretzel

ISLAND GAL

Coconut Ginger ice cream

TRES LECHES RED VELVET

Three milk vanilla ice cream with red velvet cake

BLACK BEAUTY

Dark cocoa with cocoa nibs

MILK N LUNCH COOKIES

Vanilla ice cream Linden butter crunch cookies

PASSIONATE FOR CAKE

Passion fruit ice cream with crumbled passion fruit pound cake

NOT SO GRAPE OR NUT

Grapenut cereal in vanilla ice cream

MIDNIGHT CHIP

Chocolate ice cream with semi chocolate chips




Website

- Store hours
- Separated tab for ice cream flavors, partnerships, your background story and passion
- Special Announcements for future events
- Discounts/Promotion
- Ice Cream Making Classes
- For Fun: Put a survey for customers on their favorite ice cream flavors and in return they can get a small discount

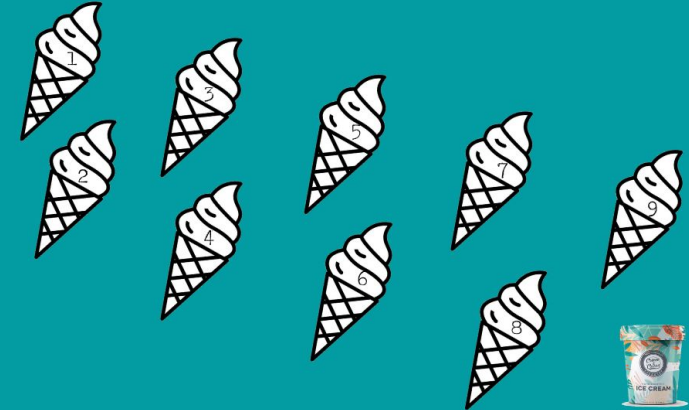


Recommendations (General)

- Discounts for first responders or students
- Giving a discount to club at schools like Baruch College: West Indian Culture Club
- Having special deals or promotion like buy 10 get 1 free, maybe have a punch card 
- Utilize your ice cream cart and sell it at popular areas like Times Square or in front of schools
- Do more collaborations with influencers who has an online presence that can promote your brand



Creme & Cocoa Creamery
1067 Nostrand Ave.
Brooklyn, NY 11225



Specific Recommendations + Next Steps!

- Christmas and New Years → at least two posts for each holiday on Facebook & Instagram
 - Bonus: Ice cream is the perfect gift (Goldbelly gift cards + nationwide shipping)
- Events and Sales → Post one week before (earlier is better)
 - Start your Valentine's Day and Mardi Gras promotions in January
 - Especially Unique Events like your: Free Community Screening of “The Wiz”
- In case you decide to have ice cream making classes again:
 - Post instructions on how to sign up with the event date
 - [Eventbrite](#) can make it easy to market events and keep track of attendees
- Use relevant and specific hashtags to reach more people



Extras!

Video Features → Repost the footage

- YouTube Features
 1. I Am CaribBeing ~ [Creme & Cocoa Creamery](#)
 2. Spicy Green Book ~ [Creme And Cocoa Creamery](#)
- [News 12 Feature](#)

Business Resources

- [Copy.ai](#) to help with writing on your website or social media posts
- [Re:Bloom](#) connects you with volunteers who can help with marketing and social media
- [New York Public Library](#): Free 30-minute virtual business consultation
- [Ascent](#): Free business learning platform



Extras! Part 2

College Collaboration (Only if you are interested)

- You could share your story and insights as a small business owner + they can partner with you for college events
- Medgar Evers College
 - Dean of Student Affairs/ Office of Student Success and Enrollment Management
 - Alexis McLean, Phone: 718-270-6046, amclean@mec.cuny.edu (*Best contact)
 - Office of Student Life & Development at studentlife@mec.cuny.edu
 - Department of Business Administration, Chair: John Flateu at jflat@mec.cuny.edu
 - Caribbean Research Center, 718-270-6218, crc@mec.cuny.edu

