



DOUGH IS ME

LIVE, LAUGH, AND EAT
HOMEMADE BAKED GOODS

<https://www.doughisme.com>



THE MARKETEERS



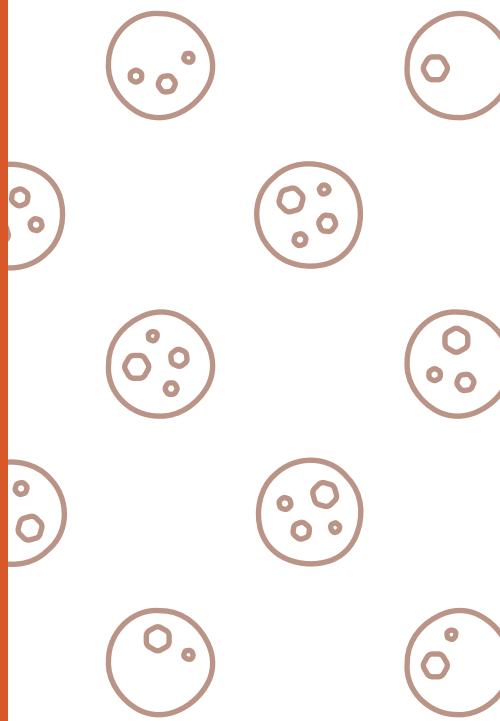
SHAMBAVI DHAKAL



DHRUVI AGARWAL



SEJAL BHARGAVA





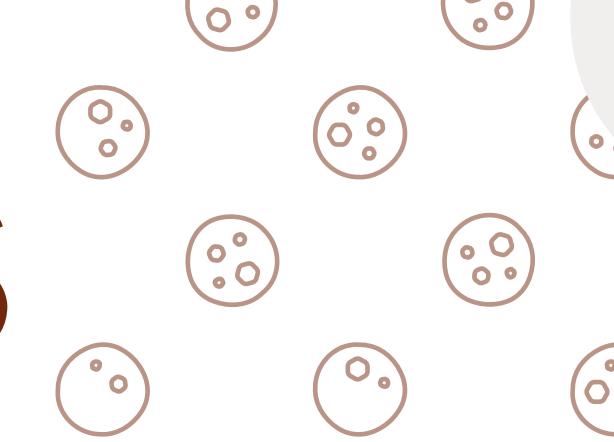
INTRODUCTION

- A SMALL BAKING BUSINESS LOCATED IN WORCESTER, MA
- FOUNDED IN OCTOBER, 2020 BY MADELINE STEIGMAN
- AFFORDABLE AND MOUTH-WATERING BAKED GOODS
- BELOVED BY CLARK STUDENTS
- A CROWD FAVORITE DURING POP-UPS
- RECENTLY EXPANDED TO A FOOD TRUCK





SWOT ANALYSIS



Strengths:

- Homemade & Affordable Price
- Prices mentioned on website
- Participation in events
- Giving back to the community
- Multiple social media accounts

Weaknesses:

- Inactive on Social Media
- Lack of Physical Stores
- Budget Constraints
- The website lacks user appeal
- Lack of customizable options

Opportunities:

- Expand online delivery service
- Small business collaboration
- Participate in local food truck events
- Find a regular spot for the food truck
- Incorporate visually appealing images

Threats:

- Competitors in the market
- Current Inflation
- Change in consumer preferences
- Change in FDA regulations
- Seasonal variation in demand



MARKETING MIX

01 PRODUCT

VARIETY OF BAKED GOODS

02 PRICE

COMPETITIVE PRICING

05

PEOPLE

OWNER & CUSTOMERS

03

PROMOTION

MARKETING & ADVERTISING ACTIVITIES

04

PLACE

DIGITAL PLATFORMS & FOOD TRUCK





MARKETING STRATEGIES

PARTNER WITH OTHER BUSINESSES

PROVIDE A LARGER SELECTION OF PRODUCTS

PARTICIPATE IN REGIONAL CULINARY FESTIVALS AND EVENTS

IMPROVE SOCIAL MEDIA PRESENCE

PROVIDE CATERING SERVICES FOR PARTIES AND EVENTS



MARKET RESEARCH



MARKET ANALYSIS

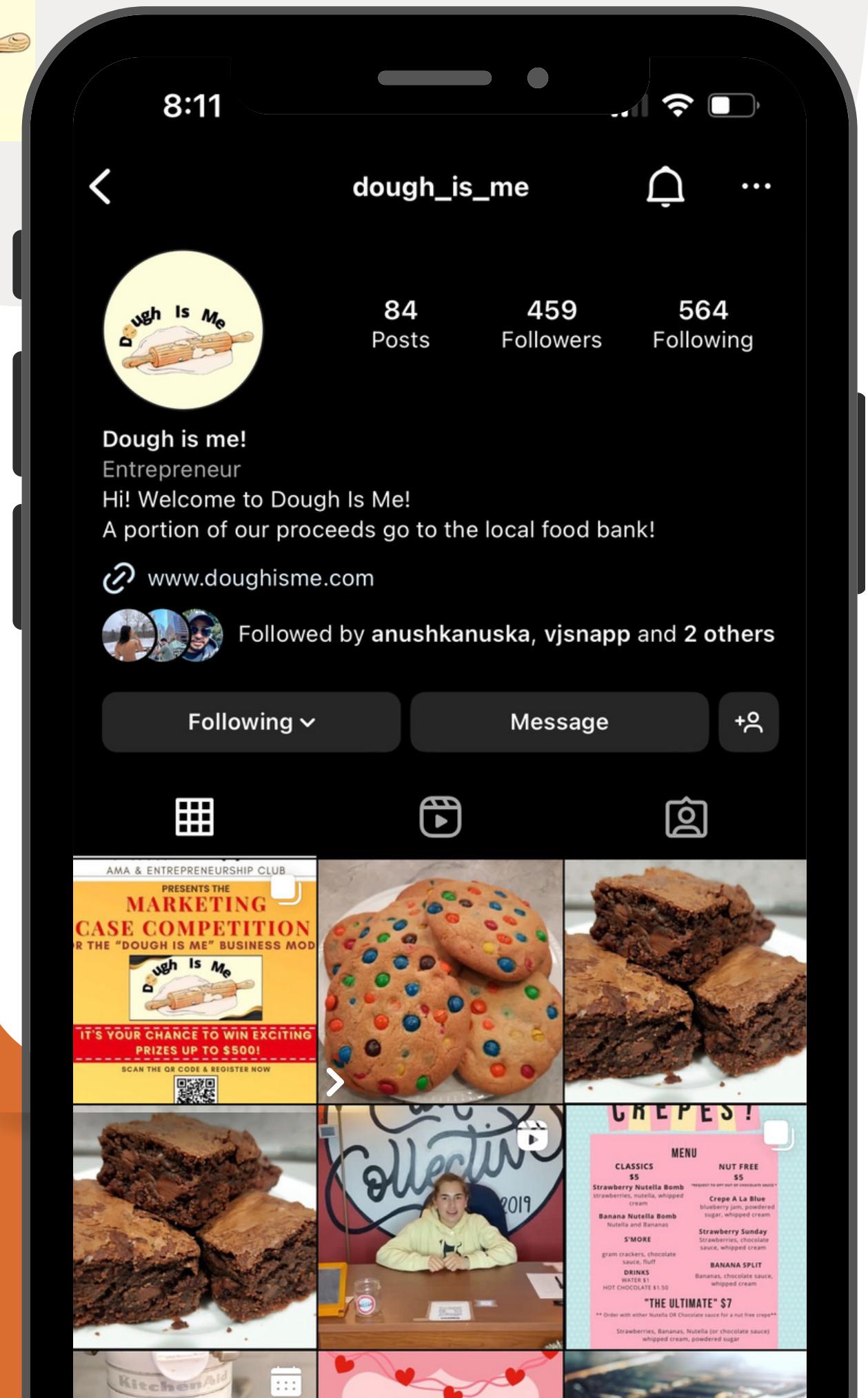
CONSUMER SURVEYS

STUDY COMPETITORS

SOCIAL MEDIA PRESENCE & USER ENGAGEMENTS



MARKETING TACTICS •



01

Social Media Marketing

Increase engagement rate by 15%

02

Collaborative & Event Marketing

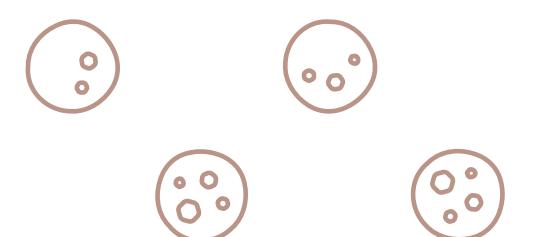
Increase sales revenue by 15%

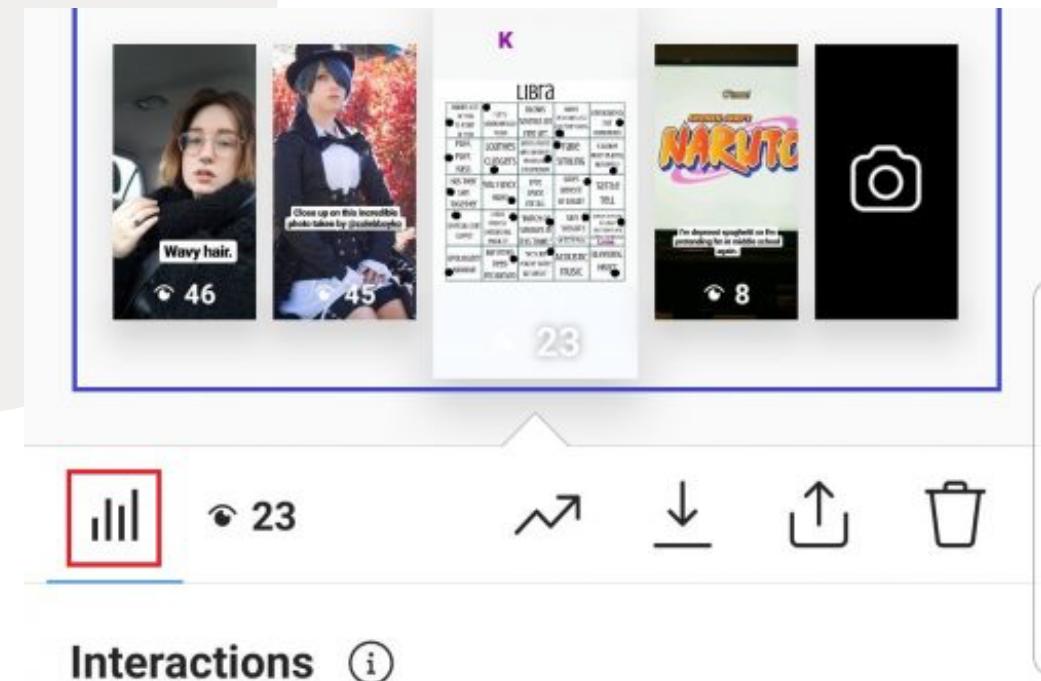
03

Website Optimization

04

Email targeting & Retargeting





Interactions (i)

There haven't been any actions taken on your story yet

Discovery (i)

23

Accounts reached with this story

Impressions 27

Follows 0

Navigation 24

Forward 19

Next Story 1

Previous Story 4

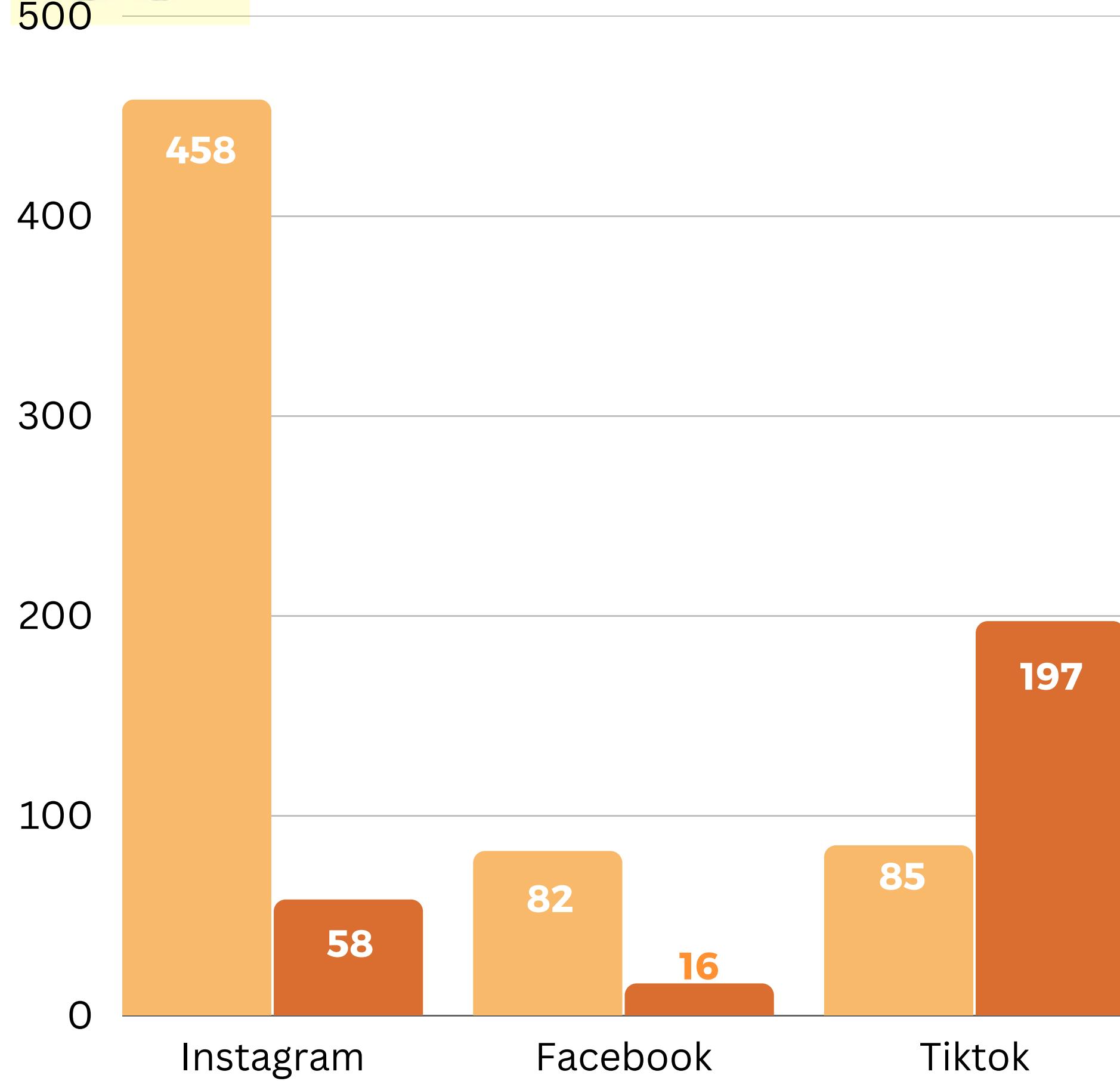
CAMPAIGN INSIGHTS

An Instagram profile for 'Flour Bakery + Café'. The profile picture shows a blue circle with white flour-like shapes. The bio reads: 'Flour Bakery + Café Bakery Open daily for pastries, sandwiches, salads, coffee, sweet treats + more. Order now on the Flour Rewards App or ship nationwide from our online shop.' Below the bio is a link: linkin.bio/flourbakeryandcafe. The stats are: 2,305 Posts, 69.4K Followers, and 295 Following. There are buttons for 'View shop', 'Follow', 'Message', and '+'. Below the profile is a 'Suggested for you' section with three preview cards.

VIEW SHOP OPTION



Followers Engagement



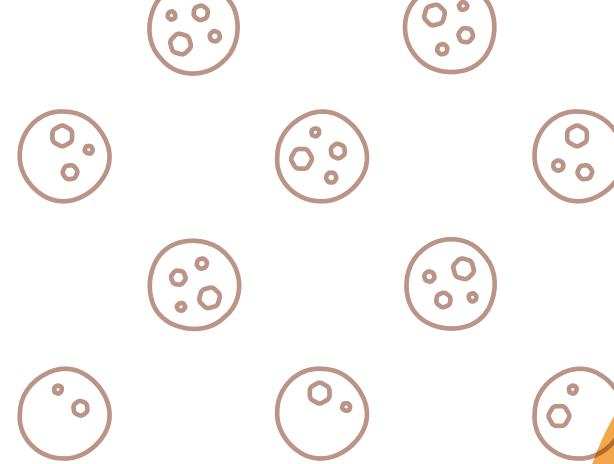
SOCIAL MEDIA ANALYSIS

- **Tiktok is the best-performing platform compared to other platforms in terms of engagement.**
- **Instagram has the highest followers.**
- **Facebook has the lowest engagement.**
- **Reels & Videos perform better than images.**
- **Focus on metrics such as engagement rate, website rate, conversion rate & reviews.**



SUGGESTION

- Expand target market to other schools and universities
- Cater to different dietary needs and preferences
- Work on Social media posts, website, and overall brand awareness.
- Expand the product range to include more variety in products in the upcoming year.
- Algorithms react to the frequency of posts, increase user engagement





QUESTIONS?