

SOCIAL MEDIA MARKETING

Overview, Strategy and Activity Screenshots
FATHMA MERCHANT





What is Social Media Marketing?

Social media refers to online platforms where people can create content, share information, connect with others, and communicate in real time.

Purpose: Brand awareness, engagement, leads, sales.

Organic vs Paid Social Media

 **Organic Social Media**

 Free posting

 Builds community & engagement

 Long-term brand trust

 **Paid Social Media**

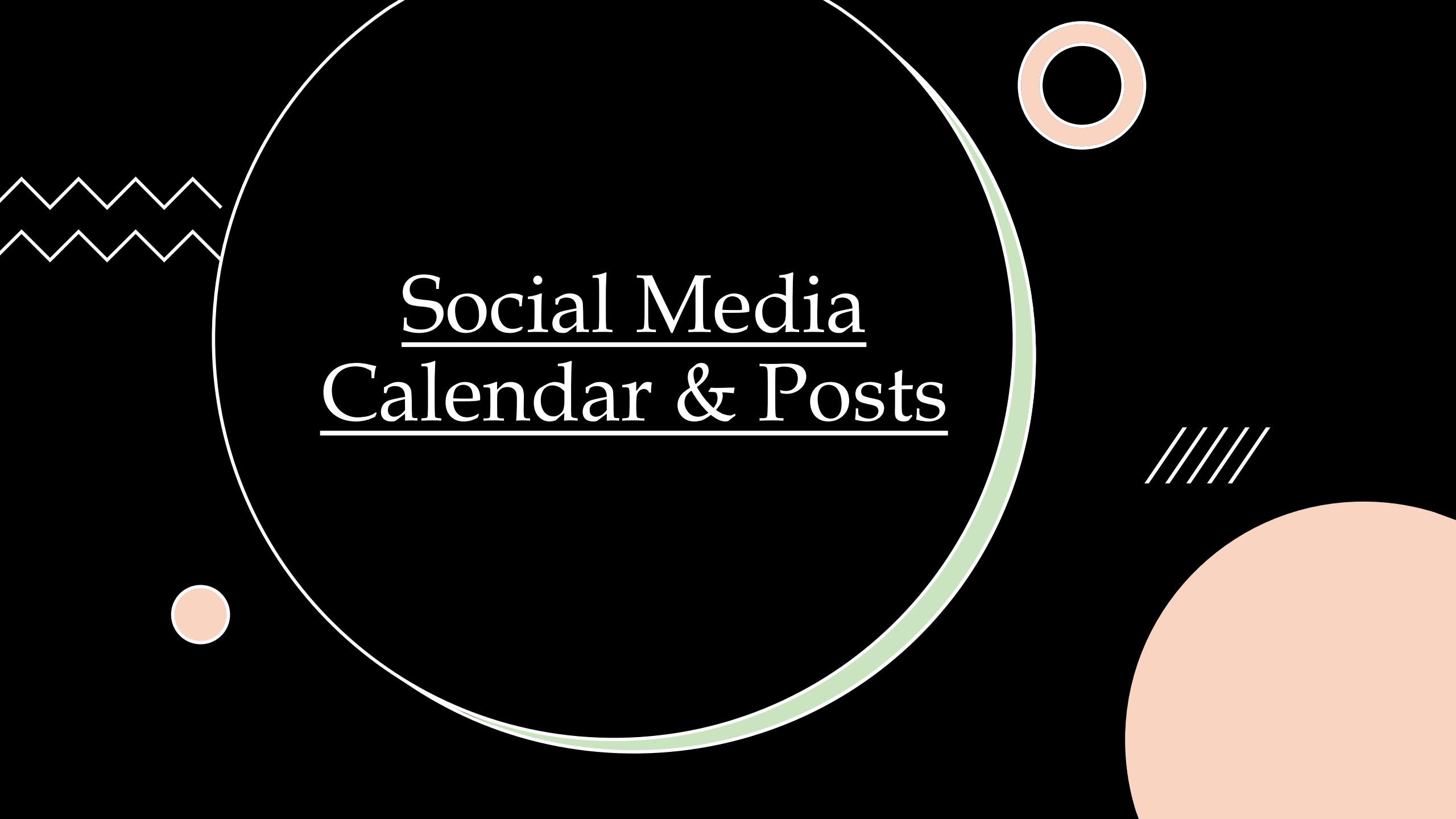
 Boosted posts & ads

 Helps reach targeted audience quickly

 Great for leads, conversions, sales

Importance of Social Media Marketing





Social Media Calendar & Posts

CONTENT PLANNER						
SR NO.	DATE	TOPIC/ EVENT	CAPTION	DESCRIPTION	IMAGE URL	HASHTAGS
1	9th Aug, 2025	Rakshabandhan	Wishing you and your Siblings a very Happy Raksha Bandhan!	On this Occasion we would like you to try our new hampers made to make your day even more memorable.		#hampers #siblinglove #memories
2	11th Aug, 2025	Welcome Post	We are here to serve you.	At Triple Treats, we offer different kind of desserts to fulfil your cravings and at the same time makes you crave more with every bite.		
3	13th Aug, 2025	Offer/Discount	Grab as fast as you can!	On the Occasion of completing first year and building such an amazing family we offer a 10% discount on all orders above Rs. 1500		#10% off #firstyearcelebration #grabfast
4	14th Aug, 2025	Tricolour Dessert Teaser	Something sweet & patriotic is coming! Can you guess the flavour?	or cookies. Build curiosity for the next-day launch.		#IndependenceDayTreats #SweetSurprise
5	15th Aug, 2025	Independence Day Special	Celebrate freedom with flavour in Triple Treats Deserts	Showcase a tricolour hamper or brownies designed for Independence Day.		#IndependenceDay2025 #TricolourBrownies #TripleTreats #CelebrateWithSweets #MadeWithLove

Social Media Calendar

X Posts

Fathma Merchant 3 posts

Triple Treats

Edit profile

Fathma Merchant • Get verified
@FathmaMerchant

Joined October 2024

1 Following 1 Follower

Posts **Replies** **Highlights** **Articles** **Media** **Likes**

Fathma Merchant @FathmaMerchant · Sep 13
"Happiness is homemade... and it's best served sweet."
#tripletreats #brownies #homemade

A basic rule of baking is that, in general, it's almost impossible to make an inedible batch of brownies.

Search

Fathma Merchant 3 posts

Posts **Replies** **Highlights** **Articles** **Media** **Likes**

Fathma Merchant @FathmaMerchant · Sep 13
"Happiness is homemade... and it's best served sweet."
#tripletreats #brownies #homemade

A basic rule of baking is that, in general, it's almost impossible to make an inedible batch of brownies.
Linda Sunshine

0 11 0 0 0 0

Fathma Merchant @FathmaMerchant · Sep 13
"Cupcakes are muffins that believed in magic."
Contact us:
@<https://tripletreats7.wordpress.com>
Instagram: @tripletreats

Fathma Merchant @FathmaMerchant · Sep 13

Welcome to Triple Treats! 🎉

Where every bite brings three times the happiness – cookies, cupcakes & brownies made with love ❤️

Follow us for sweet updates, hampers & gifting ideas ✨

👉 Stay tuned, the treat journey begins here! #TripleTreats

Triple Treats

ALT

3 posts

7

Fathma Merchant @FathmaMerchant · Sep 13
“Cupcakes are muffins that believed in magic.”
Contact us:
[@https://tripletreats7.wordpress.com](https://tripletreats7.wordpress.com)
Instagram: [@tripletreats](#)
+91 9152014111



0 11 8 1 1

Fathma Merchant @FathmaMerchant · Sep 13
Welcome to Triple Treats! 🎉

Quora

The screenshot shows the Quora Admin dashboard for a community space named "Triple Treat's Space".

Header: The top navigation bar includes the Quora logo, a home icon, a list icon, a search icon, a notifications icon (with 4 notifications), a user profile icon, a search bar ("Search Quora"), a "Try Quora+" button, and account settings.

Banner: A decorative banner with a pink floral background features the text "TRIPLE TREAT'S" in large red letters. To the left is a circular icon containing three icons: a cupcake, a cookie, and an ice cream cone, with the text "Triple Treats" below it.

Section Headers: Below the banner, there are two main sections: "Triple Treat's Space" and "Admin dashboard".

Triples Treat's Space: This section includes a welcome message: "Welcome to Triple Treats your space for easy baking hacks, quick dessert recipes", a contributor count of "1 Contributor", and admin controls for "Admin" and "Invite".

Admin dashboard: This section displays statistics: Views (0), Follows (0), Upvotes (0), and Comments (0) over the last 7 days. It also includes a "Continue setting up your Space" section with a checked checkbox for "Invite people to follow your Space".

Contributor: A single contributor is listed: Fathma Merchant, B.A. Sociology student at Andrews College, Bandra & St. Andrews. She is marked as an "Admin".

Details: This section is currently empty, indicated by the text "No details yet". A note says: "Make this section visible to the public by adding some details to your Space."

Footer: At the bottom, there are five navigation links: "Invite", "People", "Time", "Settings", and "Admin Log".

Quora      

Top ▾

 **Fathma Merchant** 
B A SOCIOLOGY in St. Andrews College, Bandra & St. Andrews College, Bandra, Apostolic Carmel High School (Graduated 2025) · Sep 27

Welcome to Triple Treats – Where Baking Meets Happiness! 🎂 🎉

At **Triple Treats**, we believe that every bite of dessert should bring joy, comfort, and a little magic. What began as a small passion project at home has grown into a dedicated **home bakery** that specializes in **cookies, cupcakes, brownies**, and more. With years of practice, love, and creativity, Triple Treats is more than just a name—it's a story of turning passion into purpose.

 **How Triple Treats Started**

For over four years, I spent countless hours experimenting in the kitchen—baking for family, testing recipes, and creating desserts that blended traditional flavors with modern twists. Friends and loved ones encouraged me to share these treats beyond my home, and that's when the idea of **Triple Treats** was born. The name reflects our three core specialties: **cookies, cupcakes, and brownies**—the ultimate trio of happiness!

 **Our Signature Creations**

- **Cookies:** From soft and chewy classics to crunchy delights, our cookies are made with the finest ingredients to ensure every bite is satisfying.
- **Cupcakes:** Perfectly frosted, fluffy, and full of flavor, our cupcakes are designed to brighten any celebration.
- **Brownies:** Rich, gooey, and indulgent, our brownies are the heart of Triple Treats—whether you love them fudgy, nutty, or topped with chocolate drizzle.

Each item is freshly baked to order, ensuring you always get the best taste and quality.

Quora      

 **Baking Hacks & Quick Recipes**

Triple Treats isn't just about selling desserts—it's also about **sharing knowledge**. Many of us love baking but don't always have the time for complicated recipes. That's why we share **easy baking hacks** and **quick recipes** that help you whip up delicious meals and desserts in no time. From smart kitchen tips to time-saving tricks, our goal is to make baking fun and stress-free for everyone.

 **Why Choose Triple Treats?**

- **Homemade Goodness:** Every dessert is made with love and care, just like how you'd bake for family.
- **Freshly Baked:** No frozen or pre-made mixes—we prepare everything fresh.
- **Personal Touch:** We customize according to your taste, theme, and occasion.
- **Affordable Luxury:** Quality desserts at prices that don't break the bank.

 **Our Vision**

Triple Treats is more than a **home bakery**—it's a community of dessert lovers who appreciate the art of simple, delicious baking. We want to inspire people to enjoy desserts guilt-free, try new recipes, and celebrate the joy of sharing. Whether you're here to order your favorite brownie box or to learn a **quick baking hack**, Triple Treats welcomes you with open arms (and open ovens!).

 **Join the Sweet Journey**

Follow us for updates on new flavours, seasonal specials, baking tips, and creative **dessert hampers** that make gifting easier. With Triple Treats, every day can be a reason to celebrate with something sweet.

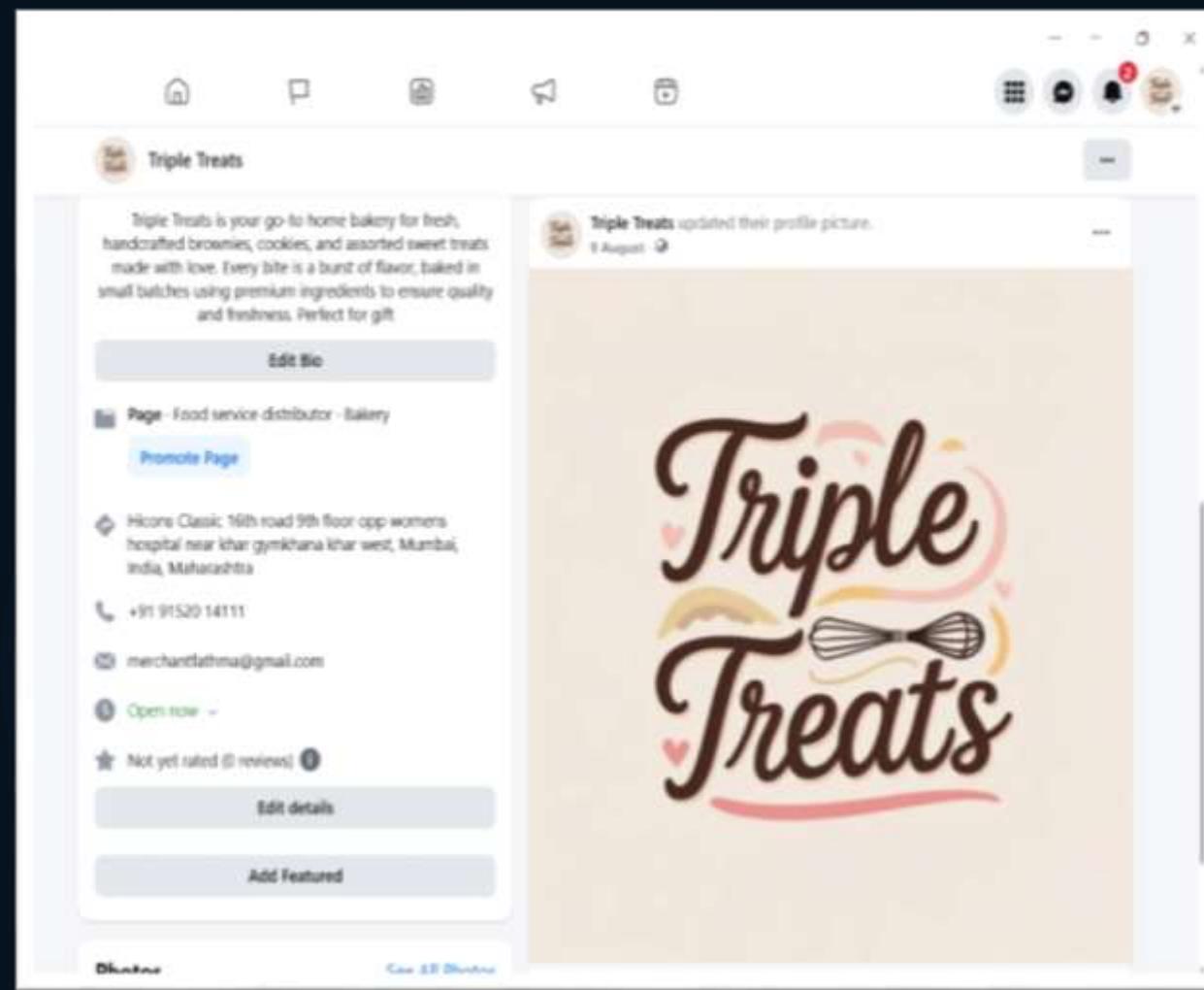
Because at the end of the day, life is better with a little sugar, a lot of love, and a **Triple Treat!!**

Linkedin

The screenshot shows the LinkedIn Page Posts interface for the page "Triple Treats". The left sidebar includes links for Dashboard, Page posts (selected), Analytics, Feed, Activity, Inbox, Edit Page, Jobs (NEW), Try Premium Page, Advertise, and Settings. The main area displays "Page posts" with tabs for Published (selected), Page ads, and Employee ads. A "Start a post" button is present, along with options for Video, Photo, and Write article. A message indicates that the post will no longer appear in the feed, with an "Undo" link. Below this, a "Boost" button is available to increase impressions. The post itself is by Fathma Merchant on 11/18/2025, sharing insights from running a small food business, including consistency, customer trust, quality, social media, and discipline. Hashtags include #BusinessLessons, #EntrepreneurInsights, #StartUpLife, #ProfessionalGrowth, and #TripleTreats. The LinkedIn navigation bar at the top includes Home, My Network, Jobs, Messaging, and Notifications.

The screenshot shows a LinkedIn post from the page "Triple Treats". The post features a profile picture of a brownie, 0 followers, and a note that they have now 0 followers. The post content is a message about starting a small business journey for Triple Treats, a homegrown brand offering handcrafted brownies, cookies, and gift hampers. It highlights the blend of creativity and passion. The post includes hashtags: #SmallBusiness, #Entrepreneurship, #HomeBaker, #TripleTreats, #StartupJourney, and #LinkedInCreators. Below the post, there is a large graphic for "Triple Treats" featuring three dessert icons: a cupcake, a cookie, and an ice cream cone. The LinkedIn navigation bar at the top includes Home, My Network, Jobs, Messaging, and Notifications.

Facebook Posts



The screenshot shows the 'Ad creative' section of the Facebook Ads manager. It displays the same bio text from the page profile. Below it is a preview image of a Facebook post for 'Triple Treats' featuring a collage of various baked goods like brownies, cookies, and cakes. The post includes the text 'Triple Treats' and a link to the page. At the bottom of the ad creative screen are buttons for 'Button label' (with 'Endorse' selected), 'By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our Terms & Conditions', 'Need help?', and a prominent 'Publish' button.

Meta Ad Campaigns

Sales Campaign

The screenshot shows the Facebook Ads Manager interface for a campaign named "Triple Treats Sales campaign- 21st step".

Partnership ad: Off (switched off)

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)

Identity: The profiles that will be used in your ad.

* **Facebook Page:** Triple Treats

Instagram account: tripletreats_20

Threads profile: Use Instagram account or Create profile

Campaign score: 91 (You have recommendations to apply.)

Ad preview: Ad preview (selected) and Advanced preview

You can now see more variations of your ad in previews

Banner overlay:

Two variations of an advertisement are shown:

- Left Variation:** Sponsored post for Triple Treats. Text: "Order now and get 15% off on your next order!" Image: A cupcake and a brownie.
- Right Variation:** Sponsored post for Triple Treats. Text: "Pre-book now & get 15% off your first order!" Image: A cupcake and a brownie.

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Buttons: Close, Back, Publish

Campaign name

Triple Treats Sales campaign- 21st step 2025
ID: 120237122228100404

Buying type

Auction

Objective

Sales

Budget strategy

Campaign budget
Daily Budget ₹800.00

Campaign bid strategy

Highest volume

Delivery type

Standard

Special Ad Categories

No categories declared

Ad sets

Please add Ad sets

Ad set name

New Sales ad set
ID: 120237122228100404

Conversion location

Website

Budget scheduling

Enabled: No

Start date

Friday 21 November 2025, 10:31

End date

Sunday 30 November 2025, 00:00

Locations included

Mumbai, Maharashtra, IN, 40 kilometer
Panvel, Maharashtra, IN, 40 kilometer
Thane, Maharashtra, IN, 40 kilometer
Navi Mumbai (New Mumbai), Maharashtra, IN, 40 kilometer

Minimum age

18

[Close](#) ✓ All edits saved

Age suggestion

18 - 65+

Gender

All

Detailed targeting included**People who match**

Interests: Birthday (event)

Behaviors: Anniversary (within 61-90 days), People in India who prefer mid- and high-value goods, Engaged shoppers

Life events: Newly engaged (6 months), Anniversary within 30 days, Birthday in December, Birthday in November, Birthday in October, Birthday in September

Placements

Advantage+ placements

Performance goal

Maximise number of conversions

Conversion count

All conversions

Bid strategy

Highest volume

Audience,
Demographics,
Budget, Strategy

Engagement Campaign



Triple Treats Engagement campaign > New Engagement ad set > Triple Treats Engagement ad Camp

In draft ...

[Edit](#) [Review](#)

Ad name
Triple Treats Engagement ad Camp [Create template](#)

Identity
The profiles that will be used in your ad.

* Facebook Page [?](#)
Triple Treats

Ad setup

Multi-advertiser ads
Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)

Destination
By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#) All edits saved

[Discard Draft](#) [Publish](#)

CLOSE [VIEW IN BROWSER](#)

Description

Triple the Flavor,
Triple the Fun.

A preview of a Facebook advertisement for "Triple Treats". The ad features a photo of three chocolate truffles and the text "Triple the Flavor, Triple the Fun.".

Awareness Campaign

The screenshot shows the Facebook Ads Manager interface for a campaign named "Triple Treats Awareness Campaign- 20th sept 2025". The current section is "Triple Treats Awareness ad set". The status is "In draft" with a blue toggle switch.

Ad set name: Triple Treats Awareness ad set

Awareness:

- Performance goal:** Maximise ad recall lift
- Facebook Page:** Triple Treats
- Goal:** INR
- Value rules:** Create rules to tell us how much more certain audiences, placements and conversion locations are worth to your business. Our system will optimise for outcomes based on these rules. [About value rules](#)

Campaign score: 100 (You're using our recommended setup.)

Verifying your changes:

- Audience definition:** Your audience is broad. Broad audiences can improve performance and reach more people likely to respond.
- Estimated audience size:** 112,100,000 - 131,800,000 [\(i\)](#)
- Note:** Your criteria is currently set to allow Advantage+ detailed targeting. [\(i\)](#)
- Disclaimer:** Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

At the bottom, it says "By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our Terms and Conditions." with "Close" and "All edits saved" buttons. There are also "Discard Draft" and "Publish" buttons.

Leads Campaign

Triple Treats Leads campaign- 21st sept 2025 > Triple Treats Leads ad set > Triple Treats Leads ad In draft ...

[Edit](#) [Review](#)

Ad name
Triple Treats Leads ad [Create template](#)

Partnership ad Off [About partnership ads](#)

Identity
The profiles that will be used in your ad.

* Facebook Page [Triple Treats](#)

Instagram account [tripletreats_20](#)

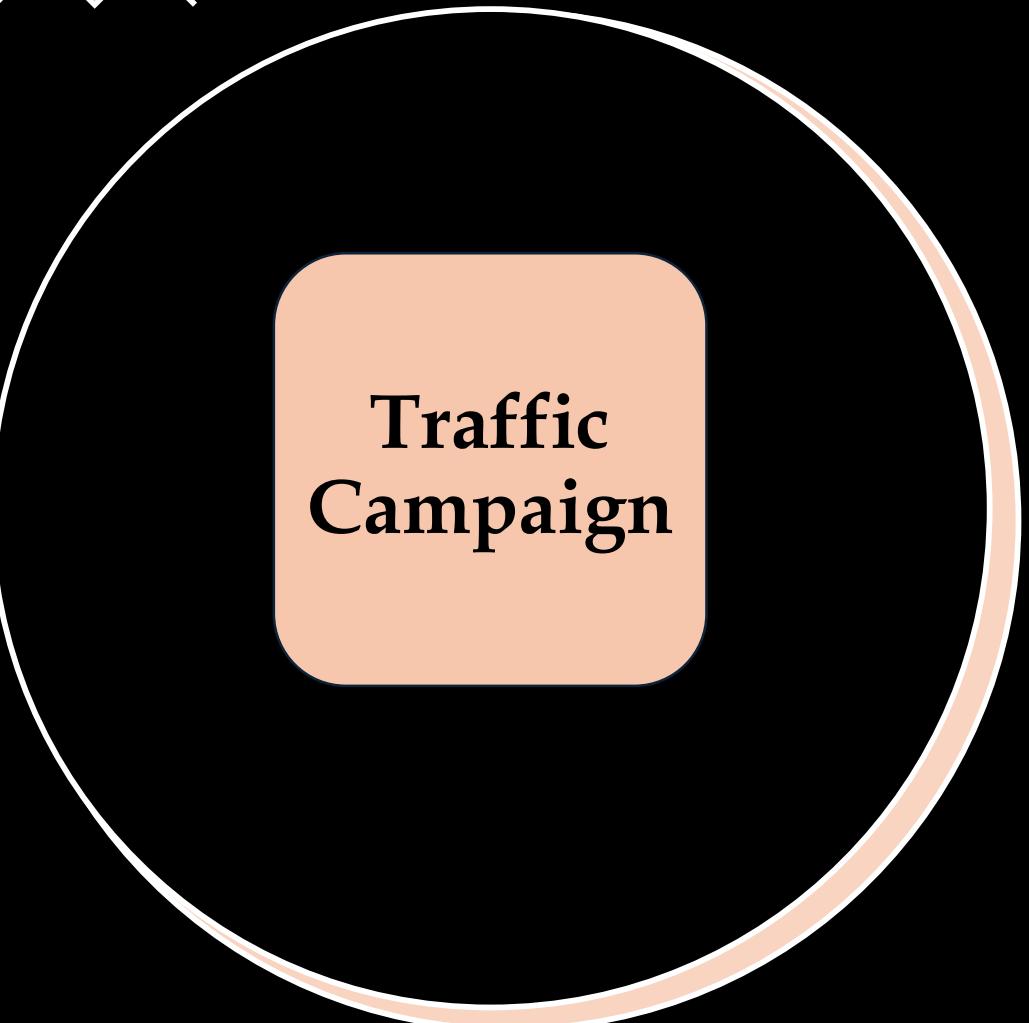
Campaign score 100
You're using our recommended setup.

Ad preview [Advanced preview](#)



By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#) [Verifying your edits...](#) [Back](#) [Publish](#)



The screenshot shows the Facebook Ads Manager interface. At the top, the navigation bar includes "Triple Treats Traffic campaign- 20th set" > "New Traffic ad set" > "Triple Treats Traffic ad Campaign- 20t". There are buttons for "Edit" and "Review".

Campaign score: 95 (Green circle)

Partnership ad: Off (Switch is off)

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)

Identity: The profiles that will be used in your ad.

* Facebook Page: Triple Treats

Instagram account: tripletreats_20

Threads profile: @ Use Instagram account or Create profile

Ad preview: Shows two versions of a Facebook post. Both posts have the title "Triple the Flavor, Triple the Fun" and feature images of various desserts like cakes and cupcakes. The posts include promotional text about triplets and offers for free shipping.

Below the preview, it says "By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#)".

Buttons at the bottom right: "Discard Draft" and "Publish".



Thank You

Fathma Merchant

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