

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

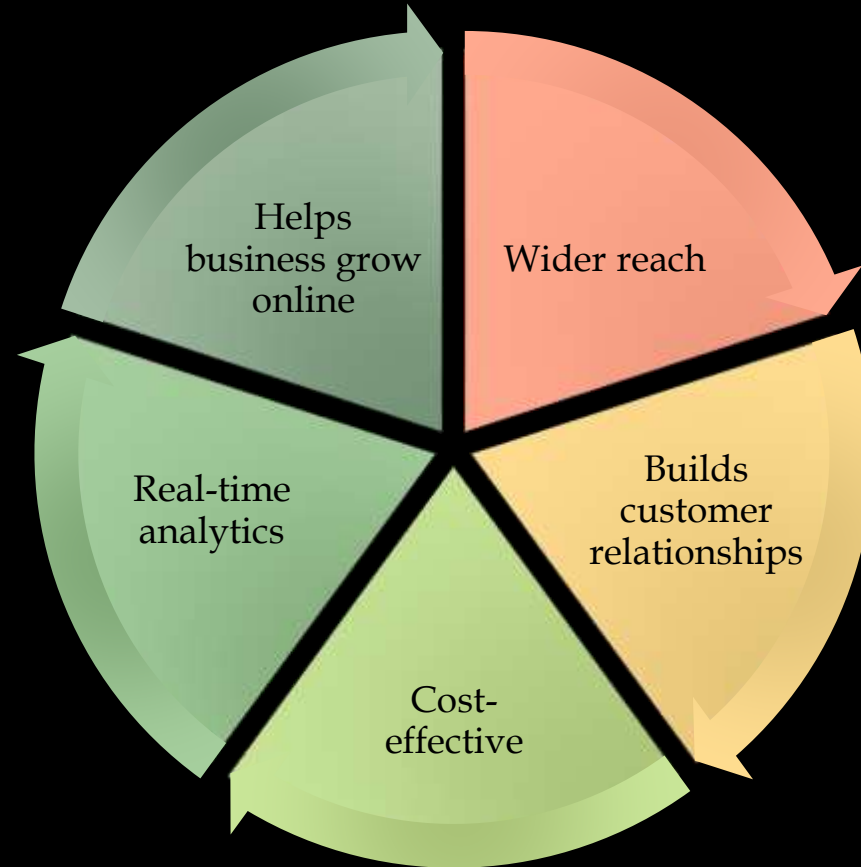


Helps reach targeted audience quickly



Great for leads, conversions, sales

Importance of Social Media Marketing





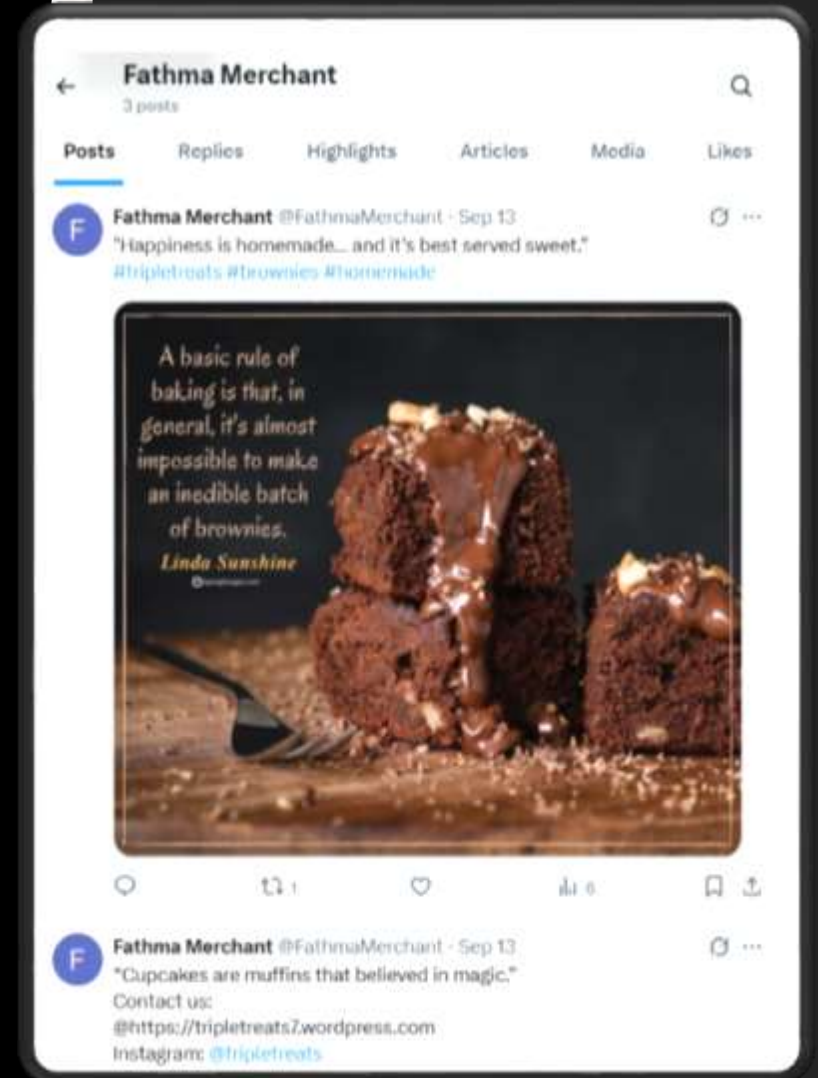
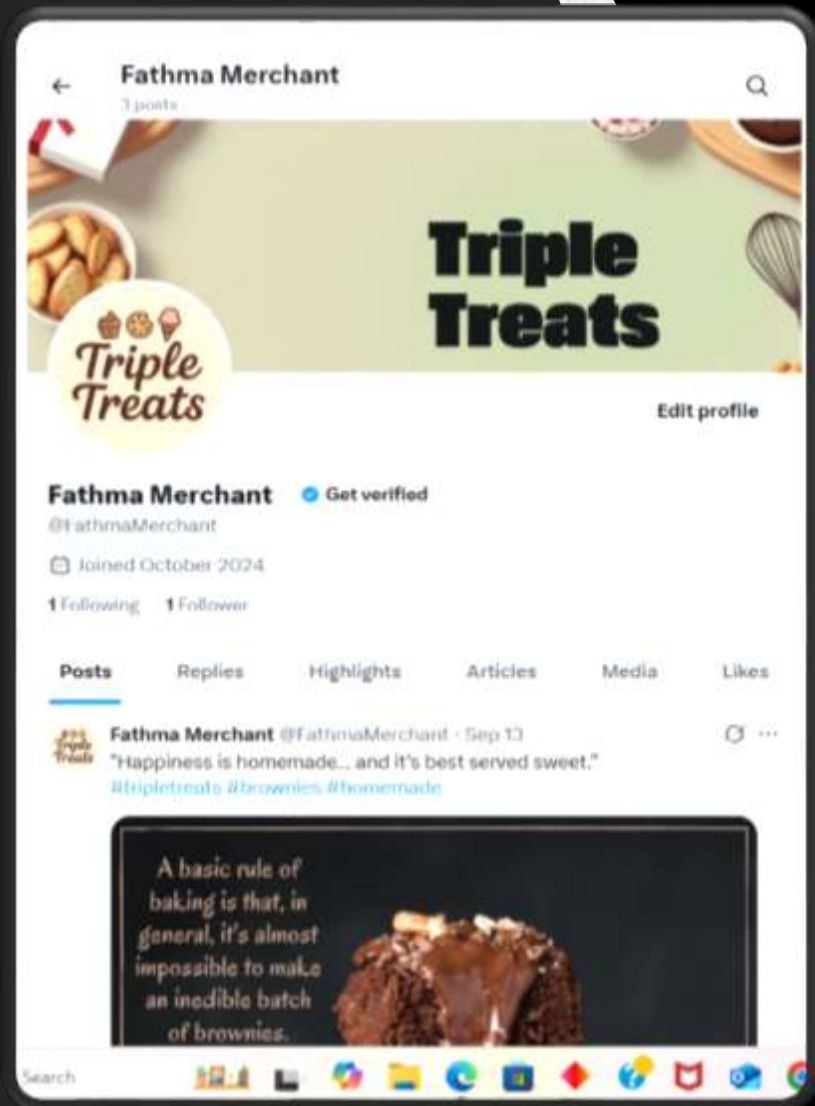
Social Media Calendar & Posts

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	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 #IndependenceDay2025
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.		#TricolourBrownies #TripleTreats #CelebrateWithSweet s #MadeWithLove

Social Media Calendar

X Posts



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



Fathma Merchant @FathmaMerchant · Sep 13

"Cupcakes are muffins that believed in magic."
Contact us:
@<https://triple treats 7.wordpress.com>
Instagram: @triple treats
+91 9152014111








Fathma Merchant @FathmaMerchant · Sep 13

Welcome to Triple Treats! 🍷



Quora

Quora




Search Quora

Try Quora+



Add question




TRIPLE TREATS

Triple Treat's Space

Welcome to Triple Treats your space for easy baking hacks, quick dessert recipes

1 Contributor

...



Admin

Invite

About

Posts

Admin dashboard

Views

0

Follows

0

Upvotes

0






Comments

0

Last 7 days


Continue setting up your Space

✓ Invite people to follow your Space



InvitePeopleQueueSettingsAdmin log


1 Contributor



Fathma Merchant

B A SOCIOLOGY St.
Andrews College, Bandra & St. Andrews...

Details



No details yet

Make this section visible to the public by adding some details to your Space.

**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.

⚡ 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

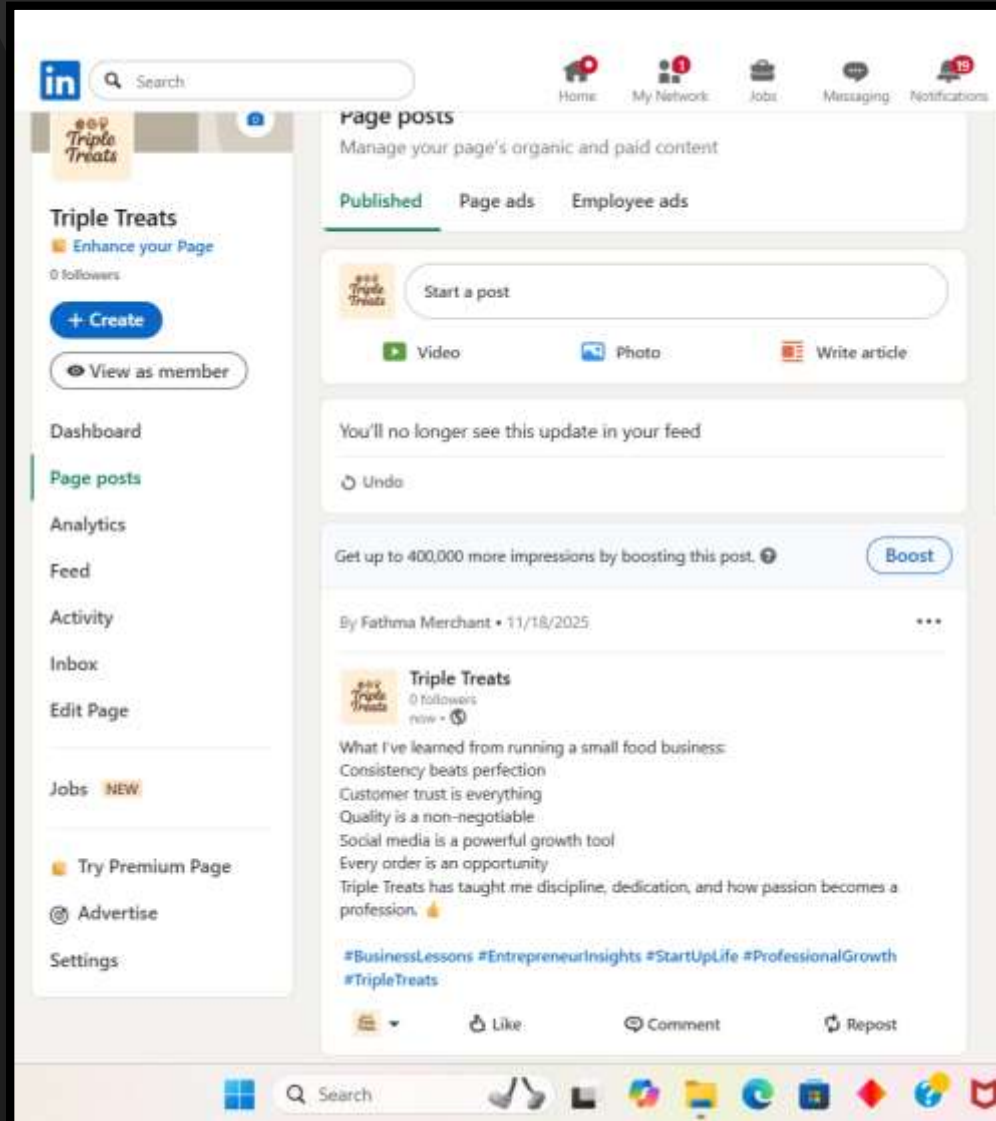
Triple Treats is more than a **home bakery**—it's a community of dessert lovers who appreciate the art of simple, delicious baking. We want to inspire people to enjoy desserts guilt-free, try new recipes, and celebrate the joy of sharing. Whether you're here to order your favorite brownie box or to learn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

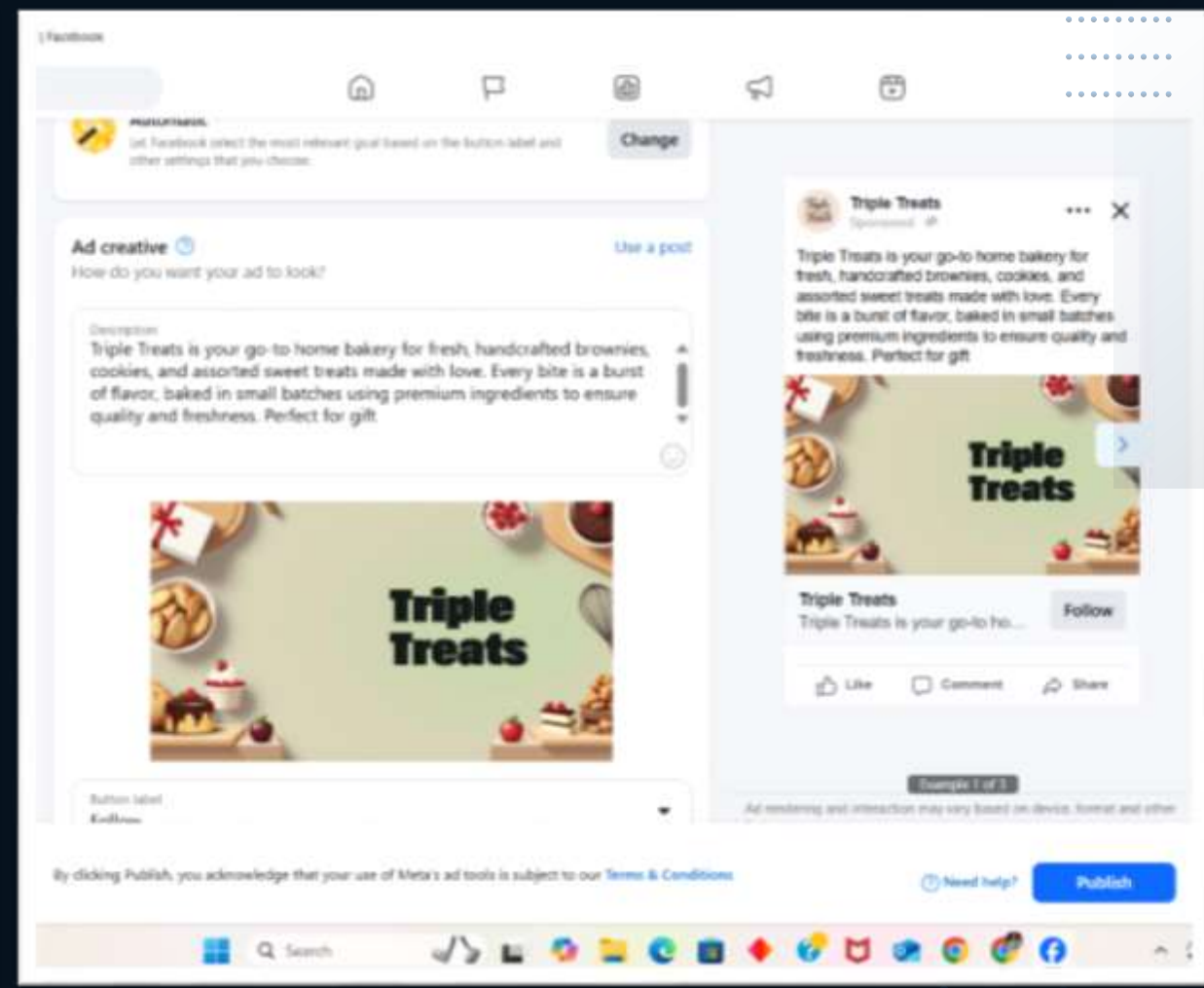
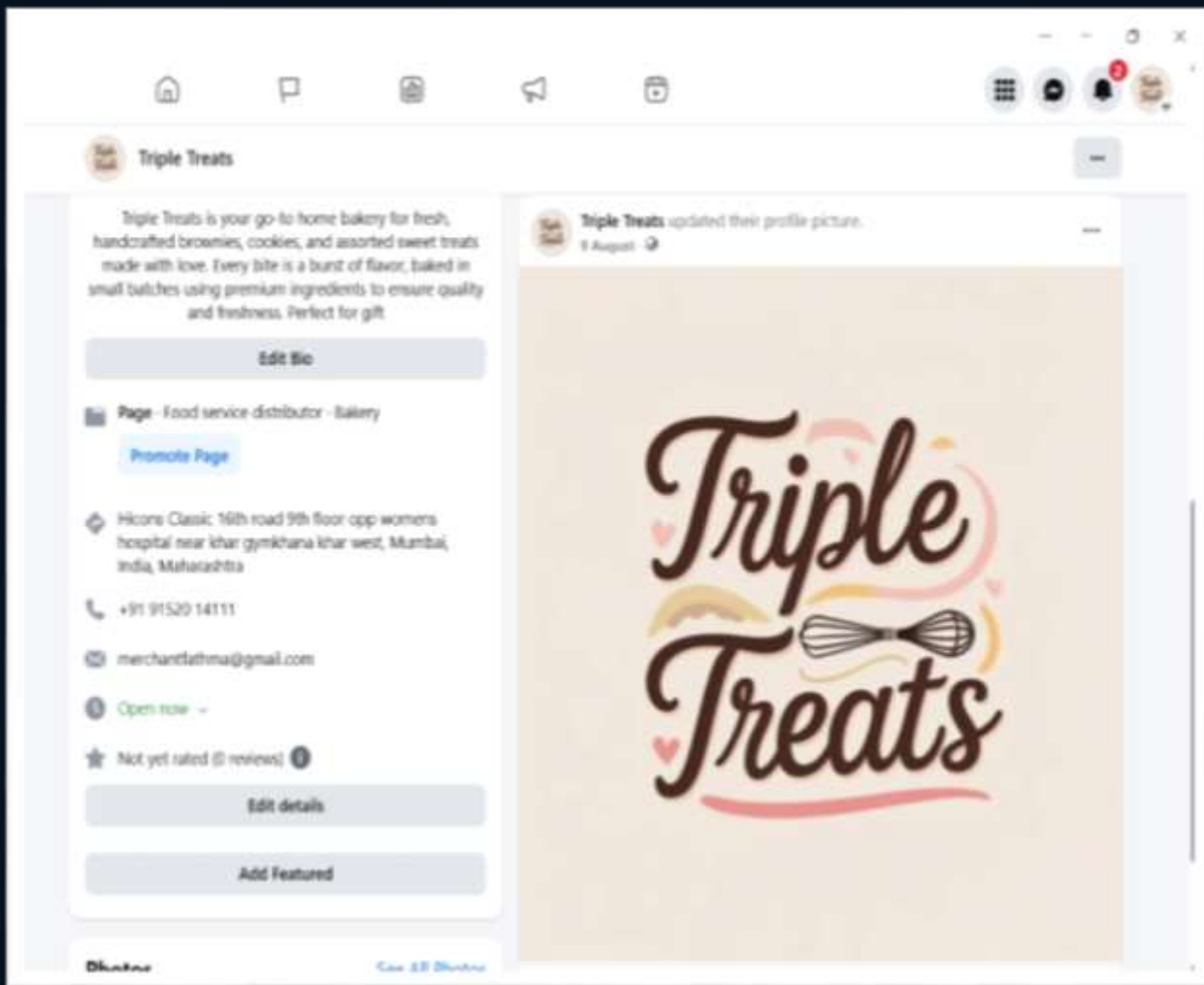
✨ Join the Sweet Journey

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





Facebook Posts

A decorative graphic at the top of the slide featuring a dark grey background with a white, torn paper-like edge that curves across the upper portion of the frame.

Meta Ad Campaigns

Sales Campaign

The screenshot shows the Facebook Ads campaign setup interface for 'Triple Treats'. The breadcrumb trail at the top indicates the current step: 'Triple Treats Sales campaign- 21st step > New Sales ad set > Triple Treats Sales ad campaign- 21st step'. The campaign status is 'In draft'.

On the left sidebar, there are two main sections:

- Partnership ad**: A toggle switch is set to 'Off'. The description states: 'Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)'.
- Identity**: This section lists the profiles that will be used in the ad:
 - * Facebook Page**: A dropdown menu shows 'Triple Treats'.
 - Instagram account**: A dropdown menu shows 'triple Treats_20'.
 - Threads profile**: A dropdown menu shows 'Use Instagram account' with a 'Create profile' button next to it.

The main content area on the right features a 'Campaign score' of 91, with a note: 'You have recommendations to apply.' Below this, there are tabs for 'Ad preview' (selected) and 'Advanced preview'. A notification banner states: 'You can now see more variations of your ad in previews'. Under the 'Banner overlay' section, two ad preview variations are shown, both featuring a cupcake and a brownie with the text 'SWEET INDULGENCE!' and 'TRIPLE 15%'. The first variation says 'Order now and get 15% off on your next order!!' and the second says 'Pre-book now & get 15% off your first order!!'.

At the bottom, a disclaimer states: 'By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).' There are 'Close', 'Back', and 'Publish' buttons at the bottom right.

Triple Treats Sales campaign- 21st step 2025 > 1 Ad set > 1 Ad

Edit Review

Campaign name

Triple Treats Sales campaign- 21st step 2025
ID: 120237122228120404

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

Triple Treats Sales campaign- 21st step 2025 > New Sales ad set > 1 Ad

Edit Review

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

Audience,
Demographics,
Budget, Strategy

Triple Treats Sales campaign- 21st step 2025 > New Sales ad set > 1 Ad

Edit Review

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

Close

✓ All edits saved



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

Campaign score 100

You're using our recommended setup.

Ad preview Advanced preview

Triple Treats

Triple the Flavor,
Triple the Fun.

Discard Draft Publish

Awareness Campaign

Triple Treats Awareness Campaign- 20th sept 2025 > Triple Treats Awareness ad set > 1 Ad

In draft

Edit Review

Ad set name

Triple Treats Awareness ad set

Create template

Awareness

Performance goal

How you measure success for your ads. [About performance goals](#)

Maximise ad recall lift

To help us improve delivery, we may survey a small section of your audience.

Facebook Page

Choose the Page that you want to promote.

Triple Treats

Goal

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.

Narrow

Broad

Estimated audience size: 112,100,000 - 131,800,000

Your criteria is currently set to allow Advantage+ detailed targeting.

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

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

Leads Campaign

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

In draft

EditReview

Ad name

Triple Treats Leads ad

Create template

Partnership ad

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

triple treats_20

Campaign score 100

You're using our recommended setup.

Ad preview

Advanced preview

triple treats_20

Triple the Flavor, Triple the Fun

Indulge in our trio of treats – brownies, and more! Order now and satisfy your sweet cravings!

Sign up

From our oven to your heart – enjoy delicious cookies, cupcakes & ... more

triple treats_20

Triple the Flavor, Triple the Fun

Indulge in our trio of treats – brownies, and more! Order now and satisfy your sweet cravings!

Sign up

From our oven to your heart – enjoy delicious cookies, cupcakes & ... more

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

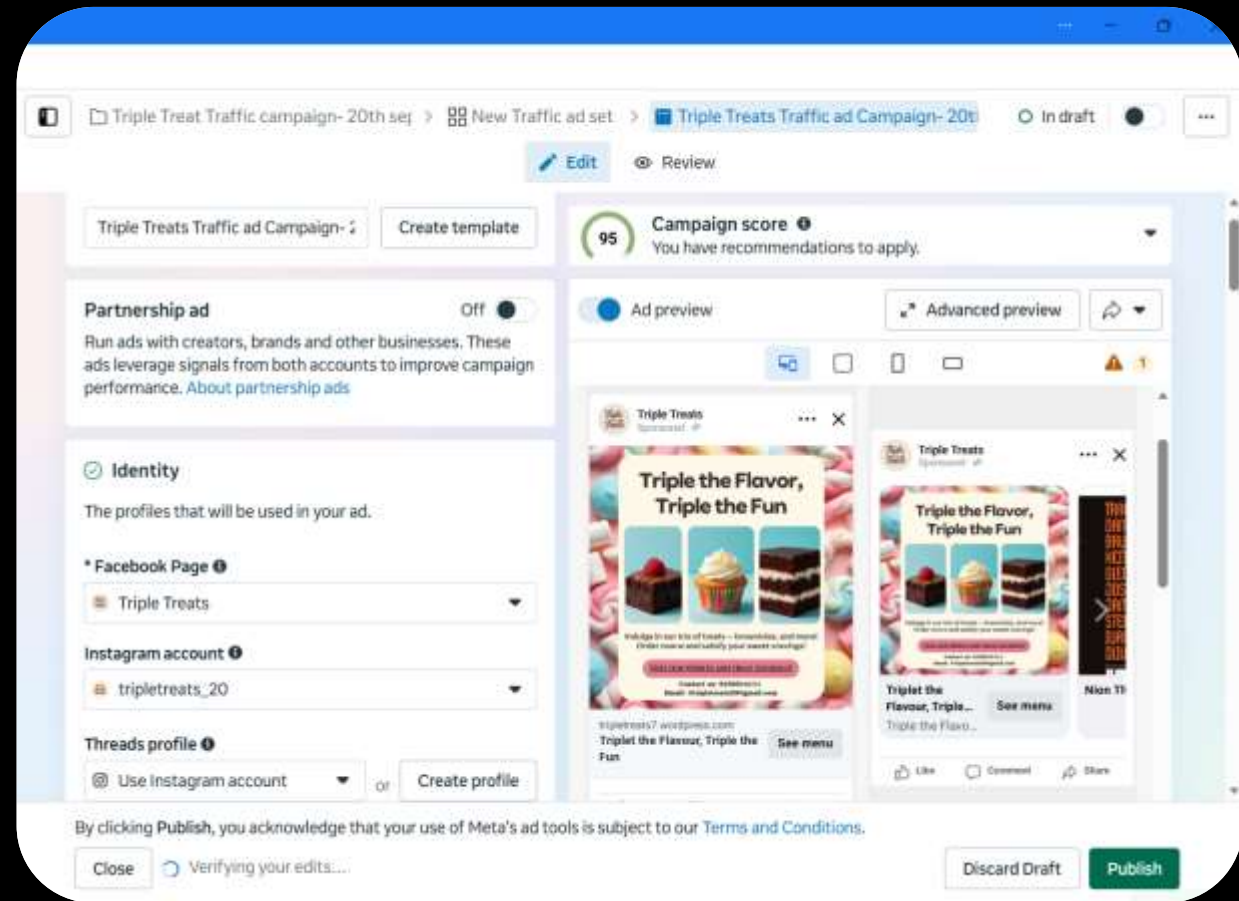
Close

Verifying your edits...

Back

Publish

Traffic Campaign





Thank You

Fathma Merchant

merchantfathma@gmail.com

9152014111