



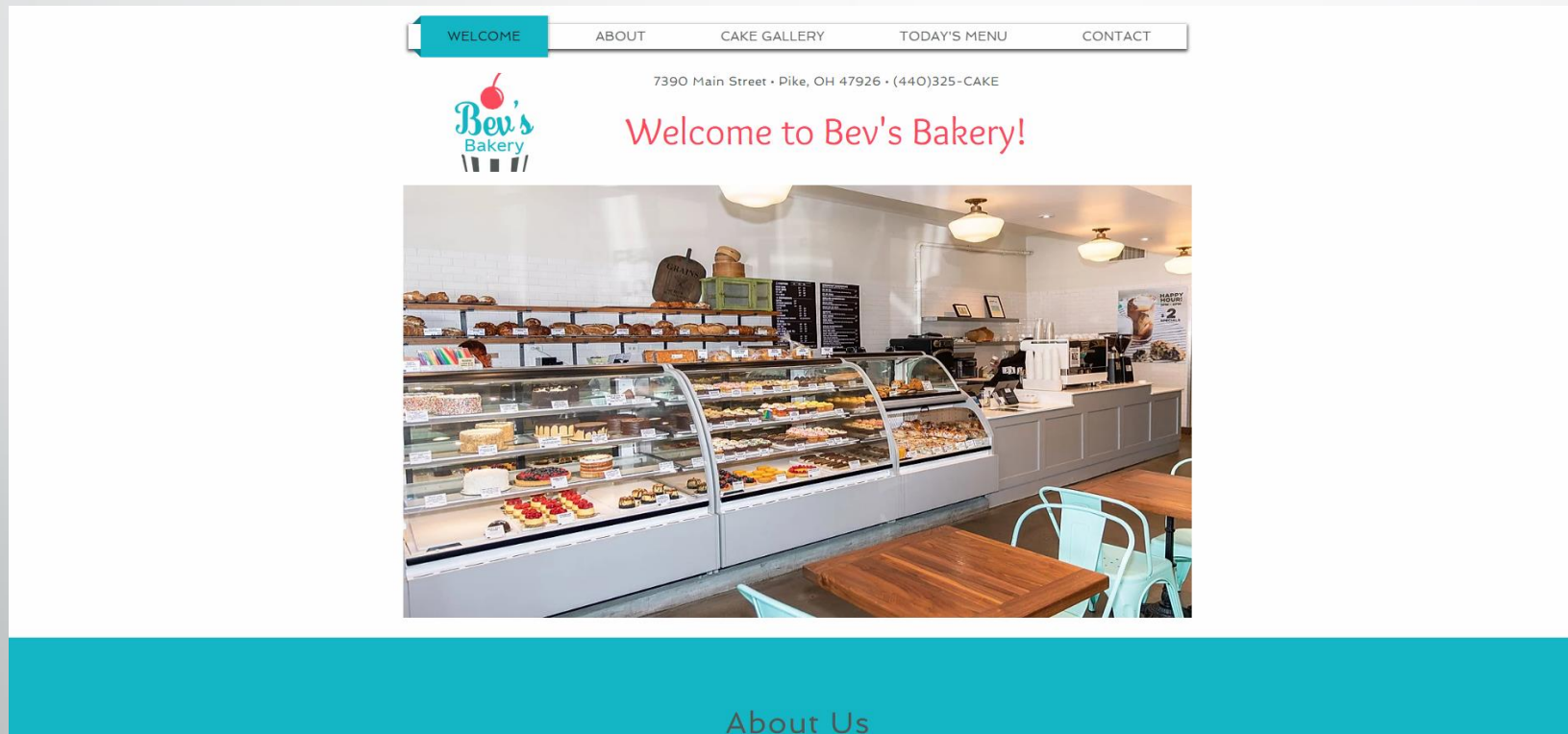
Bev's Bakery Final

Adrian Grimm

WDD229

4/28/2020

<https://usmcamgrimm.wixsite.com/bevsbakery>



Google Analytics

Google analytics would provide the following benefits to the website:

- Track success of ad campaigns
- Track visitors and map their movement through the site
- Capturing target audiences
- Understanding of visitors' needs as potential customers



Digital Marketing

Facebook Marketing

- Run single image ad for a month
- Set a daily budget of \$4
- Maximum monthly budget of \$121

Instagram Marketing

- Instagram ads the highest engagement rate of all digital ad platforms
- Run a photo add until maximum budget is met
- Maximum budget of \$109 will allow 145 interactions at \$.75 per click

Advertisement Examples

*Custom Cakes
for
Any Occasion*





bevsbakery.com

Cupcakes? We've got you covered!



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Hootsuite

- Effective way to improve presence across multiple social media platforms.
- Scheduled content releases
- Engage with users
- Reports to measure campaign success
- Plans start at \$29/month
- 30 day free trial to check effectiveness