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CMNS 3500 PR Campaign Final

The highlighted areas are sections of the assignment that stood out in the question paper

For my final assignment, I focused on improving our previous presentation, which received a lower-than-expected grade. This required me to carefully re-evaluate the comments and feedback we received. My initial step was to reassess the goals and objectives, particularly since the project aimed to support the opening of an in-person store. I determined that a key objective should be to drive attention to the store's website, thereby increasing brand awareness and introducing potential customers to the store's offerings. To achieve this, I proposed several strategies for social media posts, including promoting the Christmas offer, highlighting the all-winter-long pumpkin cheesecake, advertising the availability of gift cards, announcing the launch of the store's blogs, and introducing the membership program. These posts would be spaced out and timed according to the season to effectively draw attention to the online store and educate viewers about the various services and products offered by Simply Cakes.

Then for **press releases** I was going to release one for introducing the media gallery and its services:

Simply Cakes Launches New Shared Media Gallery for Members

Kamloops, BC, November 22, 2024 – Simply Cakes, is excited to introduce its new Shared Media Gallery service, allowing members to post pictures of their cakes and share moments of loved ones enjoying our delicious creations.

Simply Cakes is pleased to announce the launch of its innovative Shared Media Gallery service, exclusively available to our valued members. This new feature, now live on our website, offers a unique platform for customers to showcase their Simply Cakes experiences and share the joy of our delectable treats with the community.

“We are thrilled to offer this new service to our members,” said Corry Lacusta, Founder and CEO of Simply Cakes. “Our customers are at the heart of everything we do, and the Shared Media Gallery is a way for us to celebrate their special moments and the love they have for our cakes. It’s more than just a gallery; it’s a community of cake lovers sharing their joy.”

In the Shared Media Gallery, members can upload photos of Simply Cakes creations, whether it’s a birthday celebration, a holiday gathering, or a simple moment of indulgence. The gallery is designed to create a sense of connection and community among Simply Cakes enthusiasts.

Simply Cakes, established in 2022, has been dedicated to creating delicious and beautiful cakes for every occasion. With a mission to bring joy and sweetness to the lives of our customers, we pride ourselves on our attention to detail, high-quality ingredients, and exceptional customer service.

Contact Information: Ishimwe Hugues Bradley and Corry Lacusta CEO Simply Cakes
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For the second press release, I thought of mentioning how there will be express delivery throughout the Christmas season. This may prove more useful to people planning events.

Simply Cakes Offers Express Delivery for Christmas and Winter Celebrations

Kamloops, BC, November 24, 2024 – Simply Cakes, Kamloops' beloved bakery, is excited to announce the introduction of its new Express Delivery service for the Christmas season, available through January. This service ensures that no event or celebration is left without our delightful cakes.

Simply Cakes is thrilled to introduce its Express Delivery service, just in time for the festive season. From December through January, customers can enjoy the convenience of having our delicious cakes delivered straight to their doorsteps, perfect for any holiday event or celebration.

“We understand how busy the holiday season can be, and we want to make it easier for our customers to enjoy our cakes without the hassle,” said Corry Lacusta, Founder and CEO of Simply Cakes. “Our Express Delivery service is designed to bring a touch of sweetness to your celebrations, whether it’s a family gathering, office party, or a quiet night at home.”

The Express Delivery service will be available for all Simply Cakes’ products, including our popular Pumpkin Cake and Peppermint White Chocolate Cheesecake. Customers can place their orders online and have them delivered promptly, ensuring that every event is sweet and memorable.

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After all this, I had to plan an event but it was not as easy as it sounds. There is no physical store, so I thought about maybe renting a physical place to host an event. However, that may prove costly and also poses the risk that if the event fails, it would be bad. So, I thought of maybe working with a brand that usually collaborates with restaurants that have physical stores and a large following on social media. I thought of reaching out to @downtownKamloops and maybe doing a TikTok live with the CEO where they do a cake tasting. All this would be advertised across their platforms and also on the collaborative brand's page.

Event: Simply Cakes TikTok Live Cake Tasting Event

Event Date: December 15, 2024 **Location:** TikTok Live

Objective:

- To increase brand visibility and customer engagement.
- To drive traffic to the Simply Cakes website.
- To promote Simply Cakes' products, services, and holiday offerings.
- To engage with the local community and build relationships with potential customers.

Event Highlights:

1. Collaborative Livestream:

- Partner with @downtownKamloops for a shared TikTok livestream.
- Have Corry Lacusta, CEO of Simply Cakes, and a representative from @downtownKamloops co-host the event.

2. Introduction and Welcome:

- Start the livestream with a warm welcome and introduction of Simply Cakes and @downtownKamloops.
- Corry Lacusta will introduce herself and talk about the Simply Cakes online shop.

3. Cake Tasting and Rating:

- Showcase a variety of Simply Cakes' products, including the Pumpkin Cake, Peppermint White Chocolate Cheesecake, and other popular items.
- Have both hosts taste each cake and provide their honest reviews and ratings.
- Engage with the audience by asking them to share their favorite cakes and experiences in the comments.

4. Exclusive Offers:

- Announce exclusive discount codes and promotions available only during the livestream.
- Encourage viewers to visit the Simply Cakes website to take advantage of the special offers.

5. Shared Media Gallery Promotion:

- Highlight the new Shared Media Gallery service and encourage customers to upload their photos.
- Mention the ongoing contest and the chance to win exciting prizes for the post with the most engagement.

6. Q&A Session:

- Host a live Q&A session where viewers can ask questions about Simply Cakes, the products, and the services.
- Corry Lacusta and the @downtownKamloops representative will answer questions and engage with the audience.

7. Membership Program and Gift Cards:

- Promote the Simply Cakes Membership Program and explain the benefits of signing up.
- Highlight the holiday gift card promotion and encourage viewers to purchase gift cards as holiday gifts.

8. Community Engagement:

- Discuss Simply Cakes' commitment to the local community and any charitable initiatives.
- Encourage viewers to support local businesses and engage with @downtownKamloops.

Promotion:

• Social Media Campaign:

- Create engaging posts on TikTok, Instagram, Facebook, and Twitter leading up to the event.
- Use festive colors and visual cues and highlight key event features.
- Encourage followers to RSVP and share the event with friends.

• Email Newsletter:

- Send out a special newsletter to your subscribers with event details, highlights, and exclusive offers.

• Cross-Promotion with @downtownKamloops:

- Work with @downtownKamloops to promote the event on their social media channels.
- Collaborate on creating engaging content and visuals to attract viewers.

Video Idea

https://www.tiktok.com/@farm.and.home.supply/video/7411718381914656043?_t=8rqIOysm37P&r=1

<https://vm.tiktok.com/ZMhEH1vby/>

<https://vm.tiktok.com/ZMhEuWYXC/>

Leveraging the popular trend of fast-transition videos on TikTok, I plan to create an engaging and entertaining advertisement for Simply Cakes' new Banana Bread products. These videos will follow the format that captures viewers' attention through quick, visually appealing transitions and dynamic content. By seamlessly blending the ad into an entertaining format, I aim to keep the audience engaged beyond realizing it's an advertisement. The ad will feature quick clips showcasing the preparation, baking, and enjoyment of the new Banana Bread cupcakes and cake, priced at \$3.99 each and \$22.89 respectively. The goal is to create a video that not only highlights the deliciousness of the products but also entertains viewers, driving them to visit Simply Cakes' website to make a purchase. This approach ensures the ad lands more in the realm of entertainment in viewers' minds, maintaining their interest and effectively promoting the new products.

Attached is the idea of flow of how I would set the video I think it's a rough draft and could be edited better, and shot in better lighting.

https://drive.google.com/file/d/1Y9pzcYR7QS7R1dDDlnTCNIqymW1zrOSn/view?usp=drive_link

Implementation Flow:

Overview:

The campaign consists of five social media posts for Instagram, two press releases, a TikTok livestream event, and a fast-transition video ad. The goal is to increase brand awareness, drive traffic to the website, and promote new products and services.

Timelines:

Week 1 (Dec 1-7): Preparation and Initial Launch

- Draft and finalize all content for social media posts, press releases, and the video ad.
- Coordinate with @downtownKamloops for the TikTok livestream event.
- Schedule and begin posting the first Instagram post.

Week 2 (Dec 8-14): Content Distribution and Engagement

- Release the first press release about the Shared Media Gallery.
- Post the second Instagram post highlighting the products availability (Cheesecake).
- Promote the upcoming TikTok livestream event on all social media platforms.

Week 3 (Dec 15-21): Event Execution and Continued Promotion

- Conduct the TikTok livestream event on December 15.
- Release the second press release about the express delivery service.
- Post the third and fourth Instagram posts focusing on gift cards and membership programs.
- Launch the fast-transition video ad on TikTok and Instagram.

Week 4 (Dec 22-28): Follow-Up and Sustained Engagement

- Post the final Instagram post, summarizing the campaign highlights and reminding customers of ongoing offers.
- Continue to engage with followers on social media, responding to comments and messages.
- Monitor website traffic and sales data to measure the impact of the campaign.

Resources Needed:

Content Creation:

- Graphic designer for Instagram posts and video ad visuals (this would be mainly for the end to make a recap post).
- Social media manager to schedule and post content.

Collaboration:

- Coordinate with @downtownKamloops for the TikTok livestream.
- Engage with local influencers and media outlets to help promote the campaign.

Technical Support:

- Website monitors the feature of Shared Media Gallery and membership sign-up to be careful it doesn't freeze if there is incoming online traffic.

- IT support for managing online orders and express delivery logistics in the busy season.

Marketing Tools:

- Social media scheduling tools (e.g., Hootsuite, Buffer).
- Analytics tools to track engagement and measure campaign success.

Evaluation of campaign methods and success or Failures.

To accurately measure the success of the Simply Cakes campaign, a combination of metrics and evaluation tools will be employed. Here are some proposed methods:

Social media metrics:

- **Engagement Rate:** Track likes, comments, shares, and saves on the five Instagram posts. Tools like Instagram Insights or third-party analytics tools (e.g., Hootsuite, Sprout Social) can provide detailed data on post-performance.
- **Follower Growth:** Monitor the increase in followers on Simply Cakes' Instagram account before, during, and after the campaign.
- **Video Views and Interactions:** Measure the number of views, likes, comments, and shares on the fast-transition video ad using TikTok and Instagram analytics.

Website Analytics:

- **Traffic:** Use tools like Google Analytics to track the number of visitors to the Simply Cakes website during the campaign period.
- **Time on Site:** Measure the average duration visitors spend on the website, indicating their level of engagement with the content.
- **Conversion Rate:** Track the number of visitors who make a purchase or sign up for the membership program, using e-commerce tracking in Google Analytics.

Lastly, we could use Event Metrics:

- **Livestream Viewership:** Measure the number of viewers during the TikTok livestream event, as well as interactions (comments, likes) using TikTok analytics.
- **Post-Event Traffic:** Analyze the spike in website traffic and social media engagement following the livestream event.

If Simply Cakes employs all these methods of analysis, I'm sure it would be accurate in measuring the rate of success or failure not only of the campaign as a whole but also each element of the campaign. This is where we see what works and what does not, to see how we can progress forward without making the same mistakes.

Kamloops, get ready to taste Christmas in every bite! 🎁 Starting today, Simply Cakes introduces our delicious new Red Velvet Cake for only \$12! 🎄🍰

Offer lasts for a limited time only!

RED VELVET *for* **dessert**



📍 shoot us a dm or visit us on [SimplyCakes.online](https://www.simplycakes.online) and treat yourself to a slice of holiday heaven. Perfect for sharing with loved ones or enjoying solo by the fireplace! 🔥❤️



Why let the flavor of fall end when winter begins? At Simply Cakes, we're excited to keep the cozy vibes alive all winter long with our Pumpkin Cake and Peppermint White Chocolate Cheesecake! 🍰🎂❄️

Special Cheesecake



ORDER NOW

SIMPLYCAKES.ONLINE

**AVAILABLE
ALL WINTER**

SIMPLY CAKES

simplycakes133@gmail.com



MERRY CHRISTMAS!

This holiday season, give the gift of deliciousness with a Simply Cakes gift card! 🍰

🍰 Whether you're shopping for the dessert lover in your life or need a last-minute stocking stuffer, our gift cards are the sweetest choice.




Visit us on [Simplycakes.online](https://www.simplycakes.online) 🧑🏻‍🎄 🎄

See you in 2025!



NEW BLOG

  Dive into the Delicious World of Simply Cakes
with Our New Blog!  

we're excited to announce the launch of our Simply
Cakes Blog!    Now you can get a taste of our
baking tips, behind-the-scenes stories, and the latest
updates right from our online section.

From mouthwatering recipes to special event highlights,
our blog is your go-to spot for all things Simply Cakes.



become

a member

SIMPLY CAKES

Simply Cakes Membership Program! 🍰 🎁

💰 How it works:

- Earn 1 point for every dollar you spend.
- For every 15 points, get \$1 off your next purchase!
- Initial free sign-up bonus: Enjoy 25 points on us!

Whether you're indulging in our Pumpkin Cake or savoring our Peppermint White Chocolate Cheesecake, your sweet cravings now earn you rewards! ⭐