



Social Media Campaign Launch

OUR COMPANY



We provide dessert on demand by providing innovative, fresh-baked cookie experiences delivered to wherever you are in the moment.

Our vision is to add happiness to people's lives with every bite using sustainable business practices and locally sourced ingredients.

Morsl prides itself in only using locally sourced products and environmentally sustainable business practices to create a company upheld by family values and high morals.

Morsl prides itself in only using locally sourced products and environmentally sustainable business practices to create a company upheld by family values and high morals.

Morsl attends New York food fairs and festivals to promote its relationship with the community. Morsl posts on Instagram, Facebook, and Pinterest to increase engagement. They make sure to respond and like positive comments left on their boards and posts. They donate to charities supporting farmers in New York.

Morsl is sweet, friendly, and warm. It fills you with the joy only a mother's baking could.

Non-believers:

Possible non-believers of Morsl could include people who don't like sugar and sweets. They could be health nuts that count every calorie and see sugary baked goods as bad things.

Another group that might not be so enamored would be people that don't care about locally-sourced ingredients. They don't realize the difference in quality and the environmental effects of long-distance shipping.

The Project

Our project is to increase brand awareness and engagement with middle-aged mothers through a social media marketing campaign over seven weeks.

Objectives

Increase brand visibility and recognition.
Increase social media engagement by 25%.
Drive traffic to our website and increase sales by 10%.

The Style

The style is cutesy and homemade with a bakery aesthetic that any middle-aged crafty woman can appreciate. We will make sure to emphasize our locally sourced ingredients and sustainable business practices.

Timeline

The project will take place over the course of 7 weeks.

Budget

\$30,000

Stakeholders/Roles

Marketing Manager: oversees the project and manages team

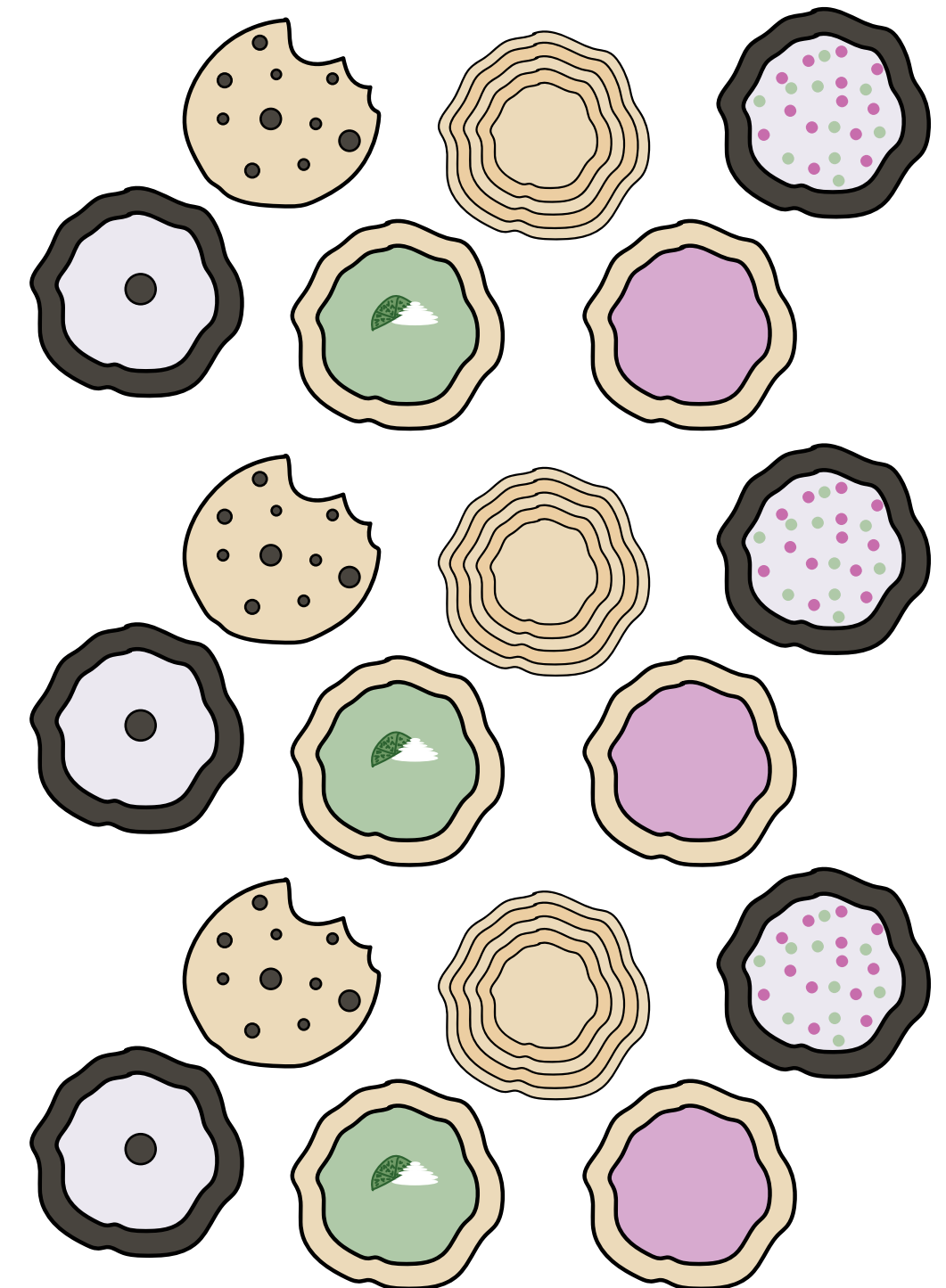
Social Media Manager: responsible for social media strategy and posting

Graphic Designer: creates graphics for social media and blog

Videographer/Photographer: films and takes pictures for social media and edits

Copywriter: writes blog content and social media captions

Email Marketer: creates and sends email campaigns



Our Target Market

Demographics:

30-50 year old women who make \$80,000+ annually with a high school education or beyond; married with at least two children

Psychographics:

Our target market enjoys treats as a cheat day from her diet. She loves a reason to celebrate something good with a good cookie. She loves to hang out with friends and attend her children's school functions and athletic games.



Our target market loves Facebook and Pinterest.

She spends 1-2 hours per day on social media.

She knows the importance of God, family, and a good deal.



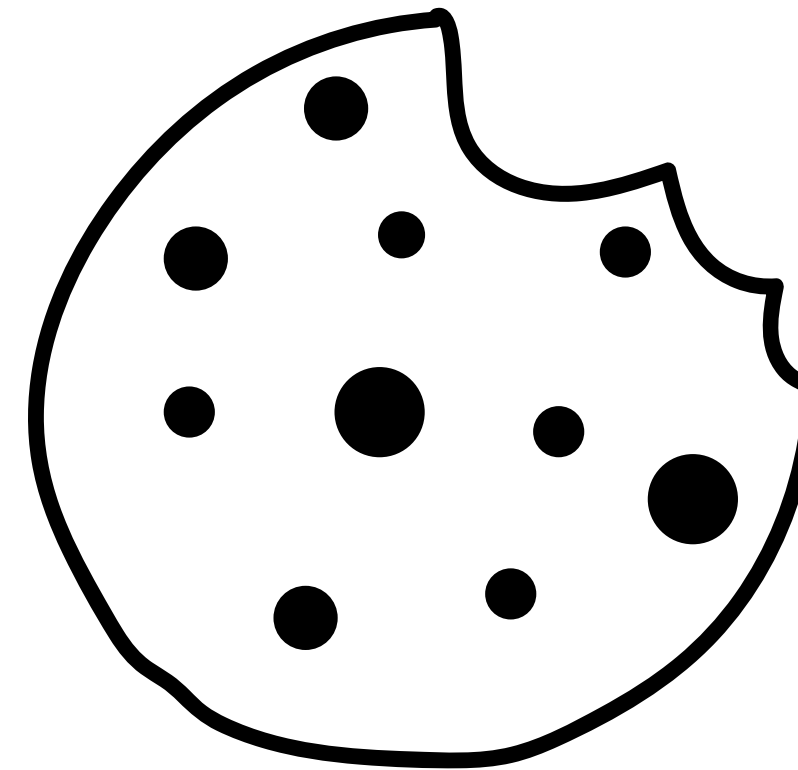
meet jackie blasini



Age: 40
Lives in Portland, Oregon
Makes \$80k annually
Religion: Christian

Education: Bachelor's Degree in
Exercise Science
Married with two kids--Margaret
and Sam

Sarah enjoys yummy treats as
a cheat day from her diet.
She loves a reason to celebrate
something good with a
good cookie.



Sarah is constantly about her
kids and their picky eating.
She's always looking for a
snack that's easy to bring
on the go.

Her hobbies include:

Hiking

Yoga

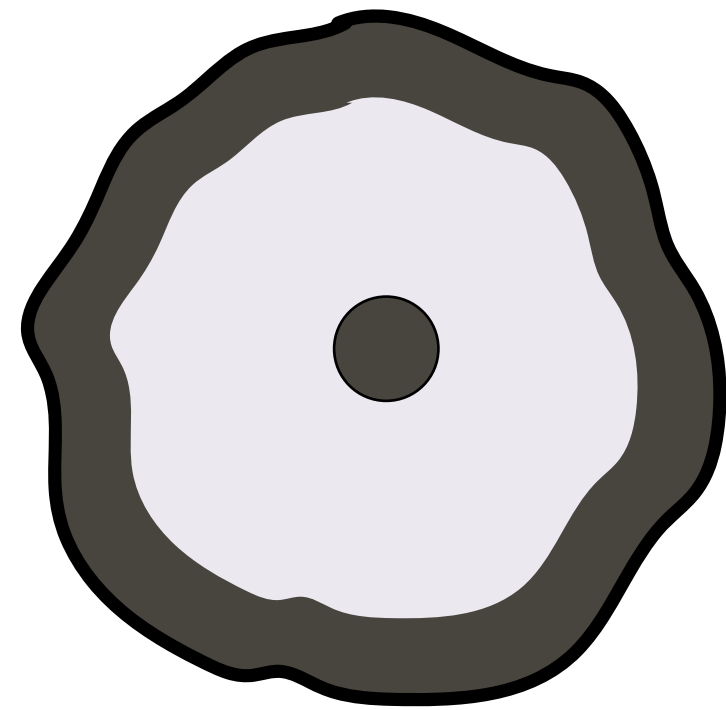
Hanging out with the girls
Going to her kids' soccer games

Crafting

Watching Rom Coms

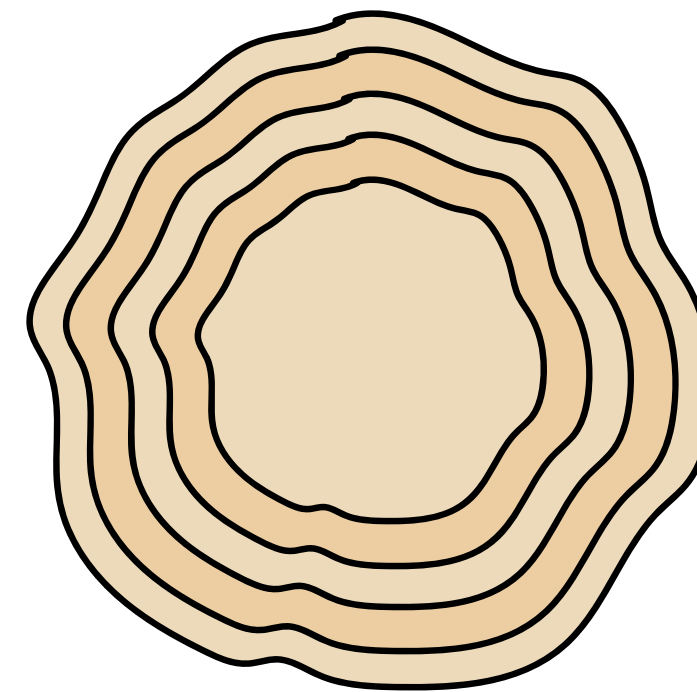
Reading

our customer's journey



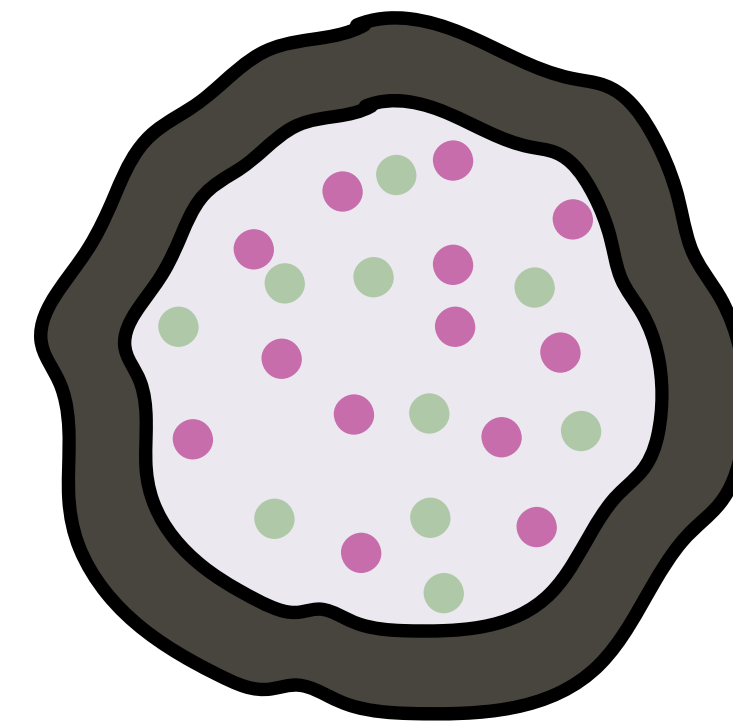
awareness

The customer discovers Morsl while scrolling through Facebook or Pinterest. She later hears her friends talking about the cookies at yoga class.



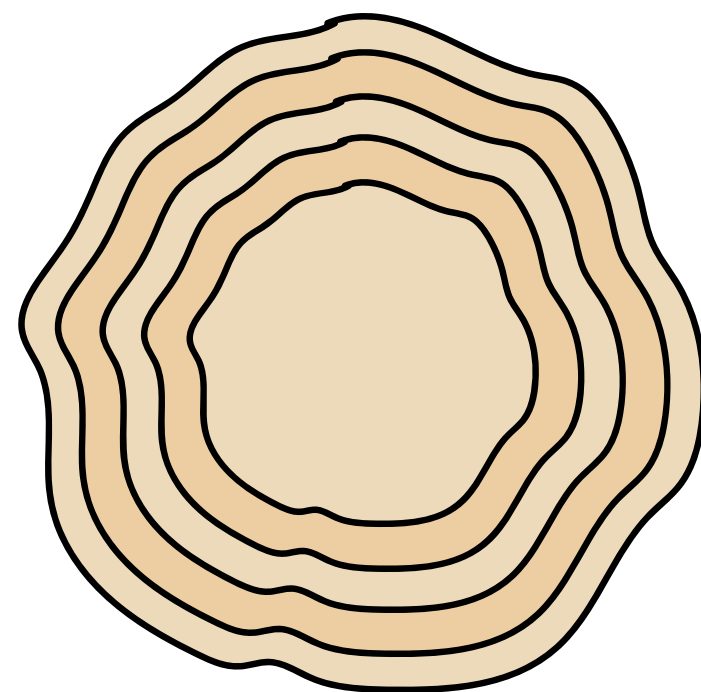
consideration

The customer clicks on the link while scrolling on social media to find the company's website. She browses the flavors and finds some she likes.



purchase

The customer makes the purchase after finding a coupon online. She can buy on DoorDash, online, or in-store.



post- purchase

The customer brings the box of cookies to the PTA meeting and they are a hit. She posts about it on Pinterest and Facebook afterwards. She will keep the company in mind for her future purchases for similar needs and events.

customer's touchpoints

Pinterest/Facebook/Social Media: The customer is able to discover the brand through these channels, as well as share their experiences.

Website: The customer is able to find out more about the product and purchase the cookies.

In-Store: The customer is able to purchase the product.



COMPETITORS





crumbl
cookies

Threat: They are nationwide, while we are currently just in New York, NY.

Opportunity: They don't pride themselves in sustainable business practices.

Tone: They have a pink and clean aesthetic with solid color backgrounds of all their photos on social media.

Social Media Presence: Crumbl has 3.7 million followers on Instagram with 1 million followers on Pinterest.



Threat: Cheaper

Opportunity: Less quality

Tone: They have more natural looking pictures with a purple theme throughout their social media.

Social Media Presence: Insomnia has 341k followers on Instagram with 527 followers on Pinterest.

Social Media Presence: Crumbl has 350k followers on Instagram with 597 followers on Pinterest.

Current

Social Media

Audit

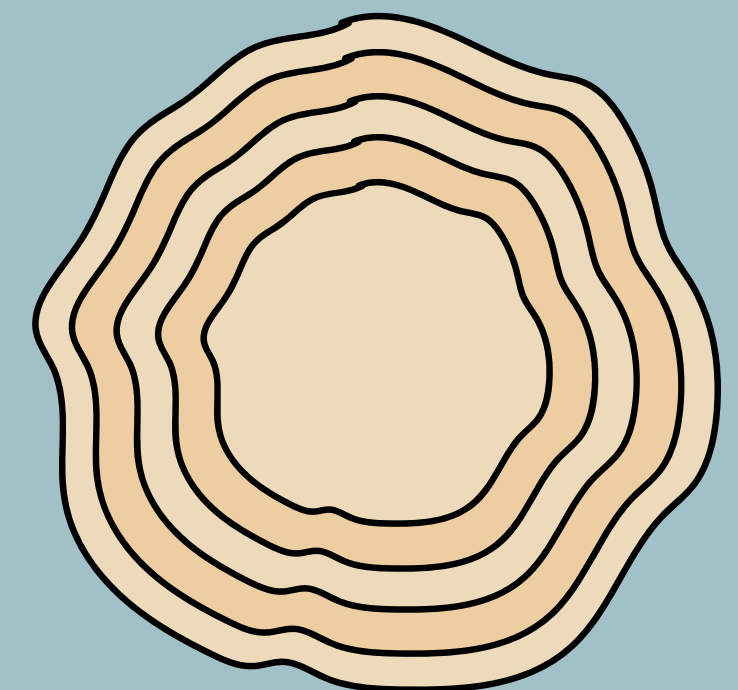


Morsl uses teal, black, and white colors to simulate professionalism and warmth. The pictures show only the finest ingredients and facilities iwth the main focus being our cookies. When you think Morsl, you think of that brightly colored turquoise frosted sugar cookie. The aesthetic reminds you of a warm home iwth the smell of sweetness wafting through the air.

Morsl's logo is only recognizable to our existing repeat customer. It is used as the profile picture over all three social media platforms. The teal and black are recognizable colors that remind viewers that they are looking at Morsl related content.

Morsl features a mix of pictures and videos on several different platforms. The images depict different angles of cookies plopped in piles of sugar or other locally-sourced ingredients. The videos follow a similar pattern. They are almost behind-the-scenes footage of every photoshoot.

The content is recycled through all platforms providing consistency, but little creativity.



Our current social media standing:

Site	URL	Profile Name	Followers	Post Frequency	Last Activity	Referral Frequency	% change Last year	% change Last month
Facebook	https://facebook.com/morsl	Morsl	10,300	Daily	Today	1,023	20%	2%
Pinterest	https://pinterest.com/morsl	Morsl	1,010	Daily	Today	52	10%	23%
YouTube	https://Youtube.com/morsl	Morsl	535	Monthly	4/1/2023	3	5%	-3%
Twitter	https://twitter.com/morsl	morsl	2,000	Biweekly	Today	77	18%	16%
Instagram	https://instagram.com/morsl	morsl	10,002	Daily	Today	626	30%	16%

CUSTOMER

SURVEYS

1. How did you hear about Morsl?

Answer 1: I heard about it through my friend from yoga class. She said it was really delicious and I should try it out.

Answer 2: Instagram.

Answer 3: Social Media. Mainly Instagram.

2. How would do you expect the cookie to look?

Answer 1: I would expect the cookie to look well-presented. I want frosting unless it's a chocolate chip cookie. It should have a little bit of color. I also would expect a cookie the size of my hand.

Answer 2: Big, thick, decadent

Answer 3: I'd hope they'd look fluffy, and yummy, and dense at the same time. I want a good artisan cookie.

3. What would you do with our product?

Answer 1: Eat it and get happily fat.

Answer 2: Eat it, buy it, gift it, photograph it, share it.

Answer 3: Eat it and gift it.

4. What other cookie and dessert companies do you buy from?

Answer 1: Crumbl and Sam's Club when they have a really good deal on those soft sugar cookies. My kids love those.

Answer 2: Crumbl, Kneaders, and Nothing Bundt Cakes.

Answer 3: Crumbl and Chip Cookies.

5. To your understanding, what does our company sell?

Answer 1: I would assume cookies. I can infer by your logo.

Answer 2: Cookies. Sugary desserts.

Answer 3: Cookies.

6. How does it measure up to your expectations?

Answer 1: Nine on taste. Nine and a half on presentation. Eight on texture. It crumbles right into my mouth.

Answer 2: Not quite as good as it looks. I was expecting it to melt in my mouth. It's a little dry and not as flavorful as I had imagined.

Answer 3: It met my expectations. It was chewy and a little too sweet for my liking. But, really delicious overall.

7. What features or services are we missing?

Answer 1: I think you should include a healthier version of a cookie. Or maybe a vegan cookie for me and my yoga buddies.

Answer 2: Catering would be really nice. Also, some really good sales.

Answer 3: Do you offer delivery? Love that you do. Do you offer catering? I would love that if you did! I wish you offered beverages to go with the cookies.

8. How do you feel when you eat our cookies?

Answer 1: Like I'm gaining weight, but also so happy in the moment. They are very filling and rich.

Answer 2: Fat.

Answer 3: Happy and slightly guilty knowing I shouldn't be eating that much sugar. But, overall happy because it's yummy.

9. What would you change about our cookies and our company?

Answer 1: My child turns 16 in six months, but he really wants a job at your company. So, please lower your age range when hiring. Otherwise, nothing. These cookies are delectable.

Answer 2: Lower prices and more healthy options.

Answer 3: Decrease the sweetness level so I can eat more. You should have a jingle.

10. On a scale of 1–10, how likely or unlikely would it be for you to buy our cookies?

Answer 1: 9.5

Answer 2: 7

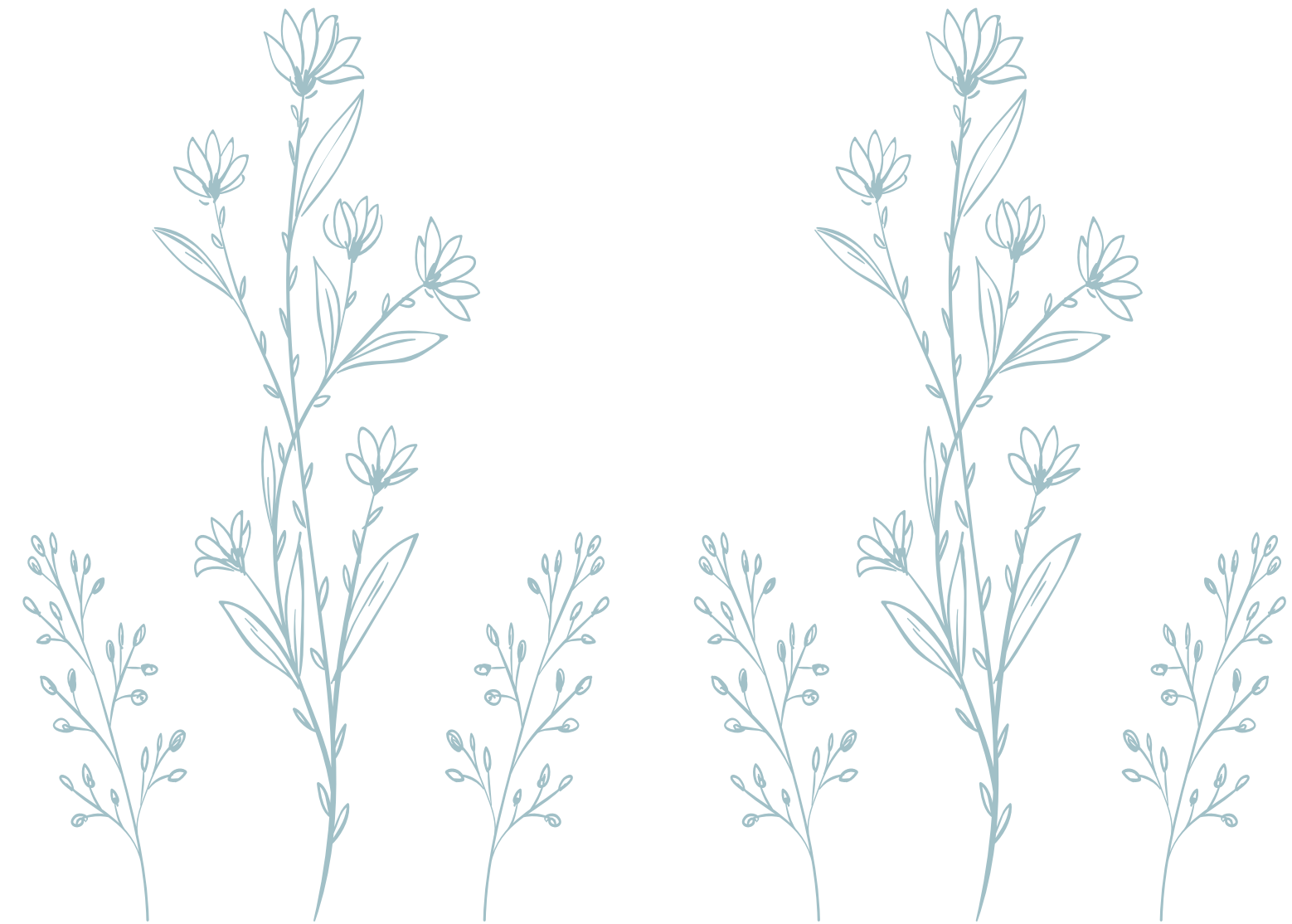
Answer 3: 8

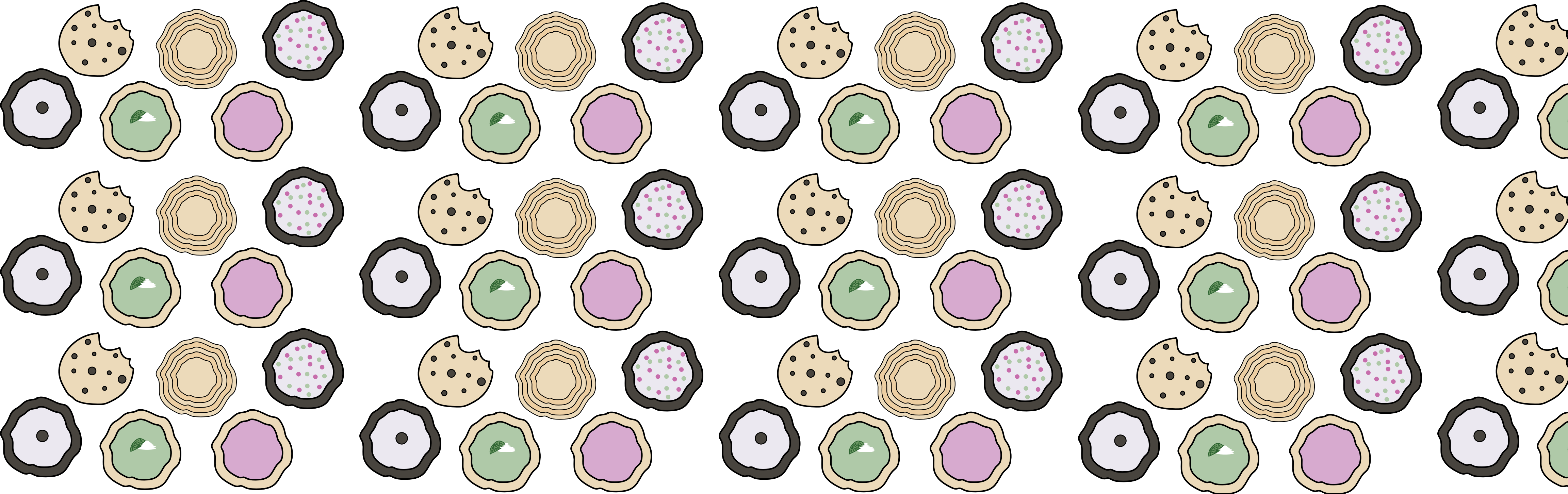
11. On a scale of 1–10, how likely or unlikely would you be to recommend our cookies to a friend?

Answer 1: 9.75

Answer 2: 8

Answer 3: 8





DELIVERABLES

Why buy local?

Why buy locally, when shipping is more convenient and economically satisfying? At Morsl, we believe that buying locally provides countless benefits to our company and our customer. Today we're looking at the top five reasons you should buy local!

It's Healthier!

Did you know that most produce loses some of its nutrients after 24 hours? Buying locally means that food often comes from farm to table within 1 to 2 days.

It Lasts longer!

As mentioned before, it can't get better than eating a grape right off the vine. When you skip all the shipping delays, the product is fresh for longer once you buy it.



Support Local Businesses!

Maybe it's just our opinion, but it's always good to support your community members and their aspirations. Buying from them drives business and builds their companies.

Food Safety!

Most times, produce sold locally doesn't contain pesticides and preservatives. They don't need to. They're selling it right to you from the vine.

Lower Emissions!

Buying locally cuts down on shipping and gas emissions. Let's protect our planet and buy local!

Infographic for Website

a guide to

MOTHER'S CHOCOLATE CHIP COOKIES



MIX the wet ingredients.

SIFT the dry ingredients.



FOLD both wet and dry ingredients together.



BLOW A KISS
you'll need all the love
of a mother to make
them taste as good as
Morsl's Chocolate Chip
Cookies.



CUSTOMER EMAIL COPY

Hello there!

Here's the lineup for the week:

English Tea Cookie

Oreo Shake Cookie

Twix Dream Cookie

Blue Frosted Cookie

Mother's Chocolate Chip Cookie

This week we're looking for your favorite cookie pictures! Take a picture of you eating a cookie and tag us for a chance to win a free large box of cookies! We'll select 50 winners!

When was the last time you took time for self-care, dads? This Father's Day we are giving dads 50% off their favorite cookie. We love you fathers!

When we say we love our planet, we love our planet. Check out our latest blog post explaining why it is important to shop local. It's great for your wallet and the planet. [Click here to read.](#)

We can't wait to see you this week! Come in and say hi!

Morsl

A/V Commercial Script

TITLE:	“Tea Time”	WRITTEN BY:	Kirstyn Halliday
CLIENT:	<u>Morsl</u>	DATE:	05/09/2023
AUDIENCE:	Middle-aged suburban mothers		
OBJECTIVE:	To bring awareness to <u>Morsl’s</u> new cookie—English Tea Cookie—and brand awareness overall Theme: 30 second ad that gives Austen period piece movie trailer vibes. Heavy product placement.		

<u>TIME</u>	<u>VIDEO</u>	<u>AUDIO</u>
0:00	Soft sunlight comes in through a window in a 17 th century English high society parlor	Soft Victorian-age classical music that you would hear in a period-piece drama plays
0:02	We pan to a wide shot of a fair-skinned woman in a green gown sitting on the parlor couch sipping from a tea cup	*music continues*
0:04	Cut to a tight shot of her lips lifting off the cup as she goes to set it down	*music continues*
0:05	Tight shot of her gloved hand as she places the teacup on a small plate next to plates of decadent cookies (<u>Morsl</u> cookies)	*music continues*
0:08	We slowly pan to the door	*music breaks*, we hear a knock at the door
0:10	Colin Firth enters the room dressed as a 17 th century gentleman. He removes his hat. Leading lady brings a cookie up to her mouth and smiles.	*music continues*
0:15	We close in on Firth who bows and looks up at the woman slowly.	*music continues*

0:17	Their eyes meet.	*music continues*
0:18	Close up on Colin Firth as he speaks.	*music continues*, Firth says softly “malady”
0:20	He starts to walk across the room slowly towards her.	*music continues, starts to crescendo*
0:22	We cut to a wide shot of the couple riding horses through the green hills of the English countryside	*music intensifies to inspiring high intensity*
0:24	Cut to a kitchen where they are throwing flour at one another playfully. <u>Morsl</u> cookies are on the counter in full display.	*intense music continues*
0:26	Firth and leading lady are seen dancing in ballroom.	*intense music continues*
0:28	Fades to black. Words appear on screen in white fancy font: “Tea Time”. Underneath in smaller type, it says “brought to you by <u>Morsl</u> ”	*music suddenly stops*, Firth says “Tea Time, brought to you by <u>Morsl</u> ”
0:30	End.	End.

Link to
VIDEO

<https://youtu.be/vI0BdE04KJg>

Platform Proposal

Facebook: Facebook is used by over 2 billion people worldwide. It is a must in the industry today. Our target audience uses the platform for around 30 minutes per day. That gives us plenty of screen time to show them our ads.

Instagram: Instagram is another one of the top social media platforms used by our target audience. It is very visual and so are our cookies.

Pinterest: Pinterest is another platform that is very visual. We are able to create aesthetically pleasing posts and inspire others with our brand. The user base is mainly middle-aged women. This is our perfect target market.

Posting Schedule

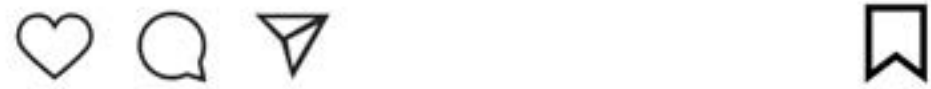
Facebook: We post on Monday, Wednesday, and Saturday at 8am, 12pm, and 6pm. These are high traffic times on Facebook.

Instagram: We post on Tuesday, Thursday, and Sunday at 8am, 12pm, and 6pm. This keeps our production constant and at high traffic times.

Pinterest: We post once a week. I suggest Fridays because we do not post on our other platforms on that day. People are looking for fun things to do on Fridays. They will see our posts around 5pm when they get off of work. For these reasons, I suggest that we post at 5pm on Fridays.



morsl



morsl Angela just can't decide what to bring to the PTA meeting. Oranges... granola...

Nothing seems right!



morsl



morsl Little does Angela know, something is baking in the oven just for her.

#morslmoment



morsl



morsl Right out of the oven! Morsl's signature Mother's Chocolate Chip Cookie is here for your best moments and your worst.

Angela, get in your car and get over here now! We have the perfect PTA snack for you!

#morslmoment



morsl



morsl That's right, Angela. It's the perfect snack to share or eat alone in the comfort of your home. Eat up every little #morslmoment.

INSTAGRAM POSTS



FACEBOOK POSTS



CAPTION: It's time for a holiday across the pond. Feel the warmth of a warm cup of tea in cookie form. The new English Tea cookie comes straight from our kitchen to your stomach. Order now at the link in bio. #morslmoment



CAPTION: The sequel is never as good as the original. With chocolate, coconut, and warm goodness, be transported back to your childhood kitchen. Order our classic Mother's Chocolate Chip Cookie at the link in bio. #morslmoment

TWITTER POSTS

Post 1:

Live in your Pride and Prejudice daydream with a taste of our warm English Tea cookie. Perfect for any high tea party or just lounging in your sweatpants. Try our new cookie selections this week! #englishteacookie #morsl #morslmoment

Post 2:

If there was a cookie that could bring you back to your childhood kitchen, what would you say? If there was a cookie that felt like love, would you buy it? If there was a cookie that made you melt inside, would you eat it? What are you waiting for? #morsl #morslmoment #mother-schocolatechipcookie #englishteacookie



PINTEREST POSTS

Social Media Management Tool Proposal



I would recommend that we use Hootsuite to manage our social media platforms. I have heard great reviews and I am the most familiar with it.

Hootsuite allows you to schedule and publish content to Instagram, allowing us more time to focus on creating the content. We can schedule out when we want certain content to be uploaded and then Hootsuite will take it from there. The only drawback would be Facebook. When posting on Facebook, they will give you a lot more traffic if you post directly from there. However, they do have a tool where you can still schedule out your posts. In addition to helping you schedule your content on multiple social media platforms, it allows you to measure your analytics and track your progress. This way, we save time by not having to do research and hunting down metrics. It will prepare a report that makes it easy to report back to you. Again, this allows me more time to focus on what really matters—creating content and researching what will do well with our target audience.

Hootsuite also provides insight on trends, especially with TikTok where things move fast. There are articles, resources, and insights to help us understand which trends we should hop on and when we should post them. Since Pinterest is one of our main social media platforms, Hootsuite is amazing. Hootsuite will allow us to make beautiful pins straight from our dashboard.

Hootsuite allows us to track content on a wide range of platforms including Facebook, Instagram, Twitter, TikTok, and Pinterest. It is only \$99 per month, which is quite affordable for our company.

